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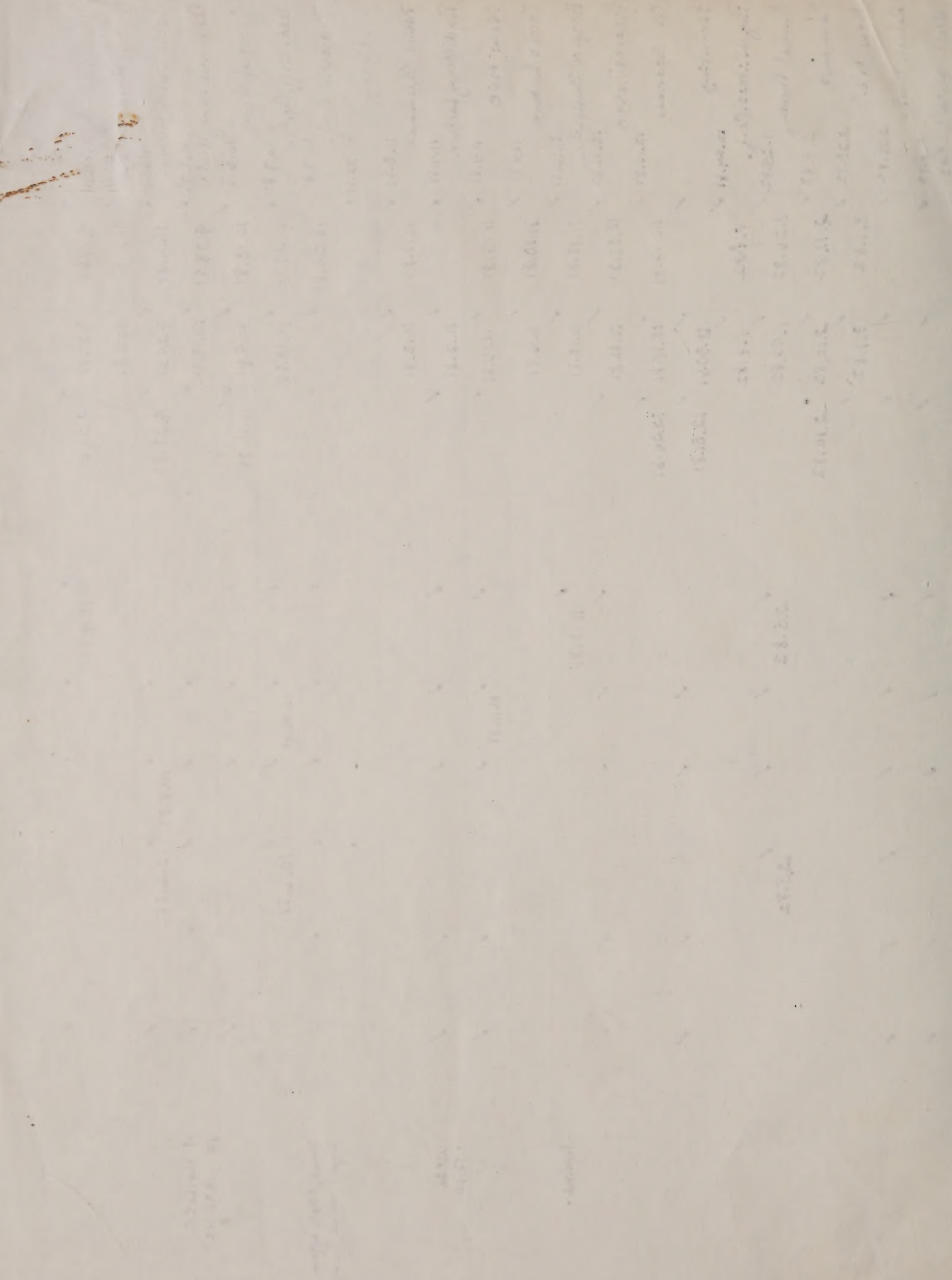




NEWS RELEASE & PRINTING SCHEDULE

ARTICLE	Salem News	Rev. Times	Glou. Times	Peab. Times	Cricket	H-W Chr	Ips. Chr.	Ips. Tod.	Tri-Town	N.S. Sun.	OTHERS
9.14.81 Overseas U. Affiliation	✓ 9.17.81	✓ 9.21.81	✓ 9.21.81		✓ 10.9.81	✓	✓			✓	
9.25.81 Action News Program	✓ 10.1.81	✓ 10.2.81									
9.25.81 Cable Speech Hearing	✓ 10.2.81	✓ 9.29.81	✓ 9.28.81			✓ 10.8.81	✓ 10.16.81			✓	
10.1.81 Arthritis Drug Trials	✓ 9.28.81	✓ 10.19.81		✓						✓	9 DAILIES 17 WEEKLIES
10.6.81 Costs of Living	✓ 10.13.81	✓ 10.9.81	✓ 10.13.81		✓	✓	✓				
10.7.81 Med. Staff. Appts.	✓ 10.19.81	✓ 10.13.81		✓	✓ 10.14.81	✓	✓ 10.16.81			✓	
10.9.81 Paediatric Conf.	✓ 10.20.81	✓		✓	✓	✓	✓			✓	Dev. Dept. bypm. byph. mtd. Saugis
10.22.81 Dr. Fleury	✓					✓	✓				
11.3.81 BISM Columnar	✓ 11.10.81	✓ 11.12.81									
11.4.81 Radiology Lecture	✓	✓ 11.12.81	✓		✓	✓	✓			✓	WESH WEND
11.4.81 New MOB	✓ 11.16.81	✓ 11.16.81	✓		✓	✓ 11.11.81	✓			✓	
11.4.81 Stress Lecture	✓ 11.10.81	✓ 11.16.81									
11.16.81 Hispanic Symposium	✓ 11.18.81	✓ 11.18.81			✓ 11.18.81						Moind.
12.11.81 Acceleration	✓ 12.22.81	✓ 12.21.81	✓		✓	✓	✓			✓	
12.16.81 CT Scanner	✓ 12.17.81	✓ 12.18.81	✓ 12.24.81								
✓ Perceiving	✓	✓ 12.30.81	✓ 12.31.81			✓	✓			✓	
12.24.81 Psych. Press. Conf.	✓ 1.7.82	✓ 1.7.82									
1.25.82 Annual Meeting	✓ 1.26.82	✓ 1.27.82			✓ 2.5.82	✓	✓ 2.5.82				
2.8.82 Seminars	✓ 2.11.82	✓ 2.12.82	✓ 2.10.82								
2.23.82 New M.D.'s	✓ 3.1.82	✓ 3.1.82									
2.26.82 Health Works	✓	✓	✓		✓	✓	✓			✓	
3.5.82 Health Works for Kids	✓	✓	✓		✓	✓	✓			✓	







## ARTICLE

[illegible]







# New hospital services implemented

BEVERLY — Beverly Hospital has recently implemented several new services under the auspices of the Department of Psychiatry.

A luncheon conference Tuesday will provide detailed in-

formation on recent developments in neurological, psychological and psychiatric services. Moderated by Arthur Z. Berg, M.D., Chief of Psychiatry, the panel will include representatives of the Inpatient

Unit, Outpatient Consultation Service and Neuropsychology Department.

According to Dr. Berg, the importance of these developments is that they "herald a real revolution in

psychiatric care. These more scientifically-oriented approaches will eventually do more for psychiatric patients than all the recent efforts to deinstitutionalize the mental health delivery system."

## Parenting class

BEVERLY — The Parenting Class begins at Beverly Hospital on Jan. 6 and continues for five consecutive Wednesdays from 7 to 9 p.m.

Taught by Sue Volkmann, R.N., Maternity, and Kathy McDermid, R.N., Pediatrics, the course is free of charge.

Topics for discussion include adjustment to the role of parent, growth and development, sibling jealousy, nutrition, games and activities, and issues for working or single parents. Register with Maternity Department, 922-3000, ext. 443.

## Diabetes Chapter

BEVERLY — The monthly meeting of the North Shore Diabetes Chapter will be held Thursday, Jan. 7, at the Beverly Hospital Auditorium at 7:30 p.m. Guest speaker will be Michael Kelly speaking on "New Insulins."

## 1982

LL LABERIS  
Staff  
IVERS — As he con-

dozed away the afternoon Saturday, tiny Richard Garfield, age one day and counting, seemed entirely unaware and unimpressed with his celebrity status.

On New Year's morning, two hours and nine minutes into 1982, young Richard — all eight pounds, six ounces of him — became the North Shore's first newborn of the new year, making his debut at Hunt Memorial Hospital.

"We certainly weren't aiming for this kind of thing, a New Year's birth and all," said Richard's proud dad, James E. Garfield of 18 Arlington Ave., Beverly. "It's our first child, so it has to be the most exciting thing that ever happened to us. Everything turned out just great, just terrific."

Mother Pamela was equally excited. She had been actively rehearsing for her new motherhood role working part time at a Middleton child care

FIRST  
(Continued on Page 14)

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highly recommend the birthing room over the usual delivery rooms. It's so much unlike the rest of the hospital."

Also making his fourth appearance during a birth in a supporting role was husband Robert. As Sarah's birth approached, Robert "was right there acting as the breathing coach" while offering all the moral support he could muster, Sharon recalled.

And while all this activity was taking place in Salem, the North Shore's third newborn of 1982 was well on his way in the birthing room at Beverly Hospital. In fact, Michael Thaddeus Howcroft arrived just one minute after Sarah Julien, at 5:54 a.m. to be precise.

Michael, who tipped the scales at eight pounds, four ounces, is the third son born to Richard and Carol Howcroft of 51 Fairview Ave., Peabody.

Carol also praised the homey comfort of the birthing room, which she described as "a lovely place to walk in but an even lovelier place to be wheeled out of." Carol also lauded Richard for his support "and expert breathing advice" during the birth.

Michael Howcroft came into the world at 5:45 a.m. on New Year's Day but was not overly concerned by the fact as he yawned for the photographer who recorded the event. The

third son of Richard and Carol Howcroft of Peabody, Michael was born at Beverly Hospital.

Warren Patriquin





Photo by Ralph Turcotte

## *Beverly's 'First'*

Jason Walsh, the first baby born in Beverly in 1982 snuggles down for a snooze in mother Louise's arms. Jason was born Jan. 2 at Beverly Hospital to Louise and Dennis Walsh of 69 Enon St.



# New psychiatric care service

By TOM CLARK  
News Staff

BEVERLY — Beverly Hospital is at the forefront of "a real revolution" in psychiatric care, according to Dr. Arthur Z. Berg, chief of psychiatry.

Beverly Hospital has recently implemented several services under the auspices of the Department of Psychiatry and Berg and his colleagues spoke about them at a luncheon conference Tuesday.

The recent developments in neurological, psychological and psychiatric services are important, Berg said, because "they herald a real revolution in psychiatric care. These scientifically-oriented approaches will eventually be more for psychiatric patients than all the recent efforts to deinstitutionalize the health delivery system," he said.

Others in attendance at the conference included Dr. J. Feder, medical director of the hospital's 16-bed Inpatient Psychiatric Unit; Dr. Joseph Kuehnle, acting director of the Psychiatric Outpatient Department; Janice E. Wartz, director, and White of the hospital's Neuropsychology Service; Miriam Pett, occupational therapist; Dr. Mark P. Liaison consulting psychiatrist and Thomas McMahon, hospital worker.

In a prepared statement in response to questions, Berg outlined the new service offered at Beverly Hospital.

"The most sophisticated advanced techniques of treatment are now being used routinely," Berg said. "In diagnosis we now use laboratory tests, to make specific diagnosis than before. We now have an array of new and potent medicines with which to treat certain depressions and psychoses without needing to

use strong tranquilizers or energizers," he added.

For example, he said, a recent patient who had been diagnosed as schizophrenic and hospitalized for many years at a

Berg said, has been a new focus and treatment on the inpatient psychiatry unit. "We now emphasize that patients' families become involved in the treatment process right from the

By VIRGINIA LOWRY  
Times Staff Reporter

BEVERLY — An extensive building and remodeling program at Beverly Hospital has altered the physical appearance of the hospital in the last year and a half, as officials there keep pace with the

medical needs of a 20th Century Beverly.

Despite the upheavals created by physical changes in the hospital, however, a group of hospital staffers have spent that time in moving a uniquely 20th Century discipline nearer to the next century.

The practice of psychiatry at

For example, he said, the authority to admit any patient to the nine-year-old inpatient unit rests with one psychiatrist, who develops an individual treatment plan for the patient after a thorough medical and psychiatric evaluation. The inpatient unit is headed by Dr. Robert Feder.

Thereafter, during a hospital stay which averages about three weeks, the patient is treated by the same members of a team which includes clinical specialists, registered nurses, counselors, therapists and psychiatrists associated with the 16-bed Leland psychiatric unit.

That type of continuity in diagnosis and mental and physical health care is not possible within the system still

hospital, rather than waiting for them to be discharged." As a result of the early, intensive involvement of families, Dr. Berg said he has seen families reunited "after years of isolation."

Besides new approaches to treatment in the psychiatric inpatient unit, the Department of Psychiatry program contains other major and, according to hospital psychiatric staffers, unique components.

New diagnostic and counseling procedures are the primary activities of the hospital's neuropsychology service, according to Dr. Janice E. Schwartz who directs the service.

The service, Dr. Schwartz said, "bridges the gap" between neurology and psychiatry.

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The service, Dr. Schwartz said, "bridges the gap" between neurology and psychiatry.

Beverly Hospital bears little resemblance to that of a generation ago.

Treatment of the mentally ill at Beverly Hospital is unique on the North Shore, and the overall concept which governs its Department of Psychiatry, have come into being.

Mental, page A-12

The Department of Psychiatry stands alone in the area in having the services of a psychiatrist who serves as consultant to the hospital's medical and surgical staff. Often, an apparent mental problem can be traced to an underlying physical condition, Dr. Proctor said, and both conditions can be successfully treated at the same time.

The 16 beds in the Beverly unit had an occupancy rate of 85-90 percent last year, while 5,909 visits or treatment were recorded in the outpatient department.

"It's my feeling that it's going to have a greater impact than any of the social programs, or deinstitutionalization," predicted Dr. Berg.

Equally as dramatic as the breakthroughs in medications,

and try to assess the strengths in order to cope with the weaknesses," she said.

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## Psychiatric method multi-faceted



in the community and our best wishes  
for a happy and healthy New Year.  
**Beverly Hospital**

## Hospital helped

### To the Editor:

We would like to call to the attention of the Beverly Community the efforts of the Beverly Hospital in assisting with Christmas meals for the elderly shut-ins. These Senior Citizens, who were alone on Christmas Day, would not have had a holiday meal if it were not for the help of the Hospital's staff in providing specially prepared meals to meet their dietary needs.

On behalf of the Beverly Council on Aging — Meals on Wheels program and the people we serve, I wish to thank the Beverly Hospital Administration and dietary staff for making this possible. We feel that the residents of Beverly should be aware of the Hospital's commitment to their community health needs.

We would also like to publicly thank the many dedicated volunteers who have so willingly given of their time and energy throughout the entire year.

**BEVERLY COUNCIL ON AGING**  
**Warren L. Tibbets**  
Chairman

## Holiday care

### To the Editor:

Being hospitalized during the Holiday Season is difficult. Our patients and the Beverly Hospital Family deeply appreciate the Christmas cheer and good wishes extended by the many Scout troops, church choruses and the many organizations that came to sing and bring greetings during this special season.

A special thank you to Santa, (who looked a lot like Lester Stache), for his annual Christmas morning visit to each patient.

We extend our sincere thanks for the thoughtful gestures of our many friends



Frederick Kauders of Beverly Farms, center, has been elected chairman of the board of trustees at Beverly Hospital. Above, the new chairman is con-

gratulated by hospital president Robert Fanning, left, and outgoing president Josiah "Si" Spaulding of Manchester at the hospital's annual meeting.

# Kauders succeeds Si Spaulding as chairman of hospital trustees

that on Sept. 20 of last year, 60 percent of the patients



# Spaulding cites hospital

By TOM CLARK  
News Staff

1.24.82  
BEVERLY — Josiah A. Spaulding of Manchester, stepping down Monday after five years as chairman of the Board of Trustees of Beverly Hospital, said more has happened in the last 25 years at the hospital than in the first 75.

Spaulding, speaking at the annual meeting of the Beverly Hospital Corporation, said the recent years have brought about a "change in our mental perception of a hospital. We've torn down our feudal walls; we're no longer the castle on the hill but very much a part of the community," he said.

Frederick Kauders of 122 Hart St., treasurer since 1977, was elected chairman for 1982. Other officers are Douglas S. Littlehale of Beverly, first vice chairman; Susan Wiltshire of Hamilton, second vice chairman; Robert R. Fanning, Jr., of Marlboro, president; James M. Barney of Ipswich, treasurer; Tarrant Cutler of Manchester, secretary; John B. Eliot of Manchester, assistant

treasurer; and James M. White, Jr., of Manchester, assistant secretary.

In his final treasurer's report, Kauders noted that the hospital recorded an operating surplus for the second year in a row on gross patient revenue of \$30 million, more than twice the revenue of five years ago. Although gross patient revenue increased 16.6 percent in 1981, operating expenses were up 19 percent over the same period, he noted. Kauders said 6 percent of the increase is due to new or expanded services, the remainder to inflation. The average return on the hospital's investments was 12.4 percent, he said.

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Association; the Finance Committee of the North Shore Health Planning Council; and the Danvers-Salem Area Board for Mental Health and Retardation.

Fanning, president of the hospital for the past 1½ years, said 1981 had been "a year of growth and continued financial strength" and one which has seen the most ambitious building program in the hospital's history. He added, however, that the construction of the new service building, surgical wing, physician's office building and the rehabilitation of existing facilities are only the start of significant changes to come.



S.K. Derderian, left, and Josiah Spaulding were honored last night at the Beverly Hospital annual meeting. Derderian, a Beverly lawyer, is leaving the hospital's board of trustees after more than a decade of service. Spaulding, of Manchester, is stepping down after several years as chairman of the board.

THIS 1.24.82





# Opinion

## The years of challenge

The signs of change are all around us.

Just this week, President Reagan in his State of the Union message outlined what he calls the "New Federalism."

**See Iverson comment, page A-3**

There have been dramatic changes in the conduct of law, medicine and especially banking in recent years. Even the way we shop and vacation has changed, is changing and will change.

Three more major institutions in the Beverly area appear to be at critical stages of development.

Consider:

**North Shore Chamber of Commerce:**

After many years of generally a Beverly focus, Chamber directors changed the named last year to reflect the North Shore and membership has boomed. Par-

But Spaulding pointed out clearly the hospital's challenge during the annual meeting this week.

"We are no longer the castle on the hill but very much a part of the community. We've torn down our feudal walls."

Patients and their families are more aware of health needs and more demanding of health practitioners. Spaulding and trustees have recognized this change.

Now new chairman Frederick Kauders and hospital planners must battle health care costs and competition while branching out with education and services; no easy task in uncertain financial times of the 80s.

**Beverly Regional YMCA:**

While other North Shore Ys find themselves with declining memberships and money problems, Beverly's Y is booming.

During this YMCA Week, local directors hold an open house tonight at the spanking new aquatic center on Essex Street and the older Cabot Street facility.

They will be showing off the results of years of planning and effort with strong support from citizens of Beverly, Hamilton, Wenham, Ipswich, Essex and Manchester.

However, the Y also is at a crossroads.

The directors this week voted to go ahead planning and preliminary construction of a youth entrance and lobby and gym facility to be added at the aquatic center.

It is a key decision, and in light of recent moves by industry to add their own fitness programs and other private competition, a courageous one.

To their credit, leaders of these institutions have not been cowed by fast moving events and the uncertainty of the general economy.

They have made and are making plans for the region's needs with vigor, a degree of innovation and an air of optimism. The next few years are certain to be interesting and exciting for these institutions and those they serve.

Let us hope they are as productive.

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### Editorials

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ticipation in all chamber activities is up and the group's influence is growing.

Regional expansion, however, carries with it some danger. Now there are deliberations concerning the continuance of the Chamber's Retail Trade Division, generally a Beverly-only organization.

**Beverly Hospital:**

Long a popular community hospital, the institution under Si Spaulding, chairman of trustees and Robert Fanning, hospital president, is growing, modernizing and looking at regional concerns.

Cable Hospital in Ipswich was absorbed last year and the facility on Herrick Street in Beverly is in the middle of a \$11 million expansion and modernization program.

The hospital has earned a reputation for innovation in its maternity services and other areas.



**BUSINESS UPDATE 1982**

# \$16 million addition for Beverly Hospital

By VIRGINIA LOWRY

Two years of work in upgrading the medical, surgical and support facilities of Beverly Hospital is scheduled for completion next fall after a \$16 million building and renovation project.

Already completed are a three-story service building and surgical pavilion. Besides interior renovations, workmen are constructing a new spine corridor connecting the hospital's three main buildings, and across the parking lot, work is underway on an addition to the Parkhurst Medical Building.

Construction and renovations which began in the fall of 1980 have been designed to meet the medical needs of the surrounding communities for the next five to seven years, according to hospital president Robert Fanning.

Beyond that, the needs faced by medical consumers in the future will depend on many factors, Fanning said, and planning will continue beyond the two-year project to meet those projected needs.

The hospital president said factors which will influence future planning include an increasing percentage of elderly in the area's population, the development of health maintenance organizations and the development of occupational health care services. He sees increasing hospital involvement in areas such as environmental health concerns, physical and mental fitness and pulmonary rehabilitation.

Support for medical units is the basic function of the service building, which houses non-patient facilities. Power equipment is located on the building's first level, with purchasing, stores, the pharmacy and housekeeping departments on the second floor.

The third floor houses the hospital's food service department and cafeteria, which were opened in November amid careful logistical planning.

Fanning said the new food service and cafeteria departments were opened "while at the same time keeping the cafeteria and patient food going."

John Good, the hospital's director of community relations, called the design of the service building "unique." Although an elevator is available on the side of the building where the spine corridor connects it with the Johnson and Alt Buildings, the building is on a hillside. "Each level is accessible from the outside at ground level for things like deliveries," Good said.

Work on the spine corridor is scheduled for completion next month.

Surgeons began work in the Evelyn F. Bartlett Surgical Pavilion last December. The five operating rooms have been designed to provide a central core concept. Clean and sterile supplies and personnel remain within this core area, and all soiled and contaminated materials leave the surgical area through a peripheral corridor.

Also built into the surgical pavilion is a waiting room for surgical outpatients and for families of patients undergoing surgery.

Adjacent to the surgical suite are areas where materials are sterilized, as well as offices for hospital chaplains.

The old surgical area of the hospital is undergoing renovation and will be used for therapy departments, such as speech, audiology, physical and occupational therapy, Fanning said.

The kidney dialysis unit is the last scheduled to be moved into a renovated area within the hospital, a job which Fanning calls the most "touchy" of the

entire project. He said the area has to be built, equipment installed and all made ready for patients, while at the same time keeping the present unit in use.

The dialysis unit is scheduled to move in November, five months ahead of schedule, according to the hospital president.

Work on the medical building is scheduled for completion in September. It will house five groups of physicians, 16 in all, with provision made for an additional four doctors.

Fanning and Good believe the project — \$14 million for the hospital and \$2 million for the medical building — is the largest construction project in the city in recent years.

"We're up to roughly \$16 million in construction activity which will be compacted in two years," Fanning said.

He said the project has consistently come in ahead of schedule and under budget.

Three and one-half million dollars of the \$14 million projected for the hospital project was raised during a fund drive. The remainder is being paid for through a tax exempt bond issue, the hospital president said.

Fanning said Beverly Hospital "received one of the highest ratings of any hospital in the state this past June" from the bond rating agencies Moody's and Standard and Poor.

Funds for construction of the medical building were raised through the local banking community, Fanning said.

*Virginia Lowry is a reporter for the Beverly Times*



# X-ray scheme revealed

**SALEM** — A former Beverly Hospital x-ray technician was arraigned in Salem Superior Court last week, accused of stealing x-ray negatives valued at \$3,101 from the hospital.

Malcolm W. MacKay, of West Boylston, who worked at Beverly Hospital for over three years, was among four defendants arraigned in connection with the alleged theft of thousands of dollars worth of x-ray negatives from area hospitals. MacKay pleaded innocent to six counts of larceny.

According to Beverly Hospital President Robert Fanning, MacKay worked as an x-ray technician there from August, 1976 to January, 1980, when he left to take a position at St. Vincent's Hospital in Worcester.

Also arraigned was a Lynn radiology technician, William H. Zinc,

who pleaded innocent to 37 counts of larceny before Judge Edward Bennett. The attorney general's office has accused Zinc of stealing \$29,721 worth of used x-ray film from Lynn Hospital.

Across the state, at least 31 individuals have been indicted in connection with the theft of used negatives over the past three years from more than 21 radiology departments in seven counties.

Atty. Gen. Francis X. Bellotti said the negatives had great salvage value because of the silver content in the exposed film. The price tag for the missing negatives may have been as much as \$300,000. Two refineries were also indicted on charges of receiving stolen property.

According to Bellotti, the indictments were the result of a nine-

Negative, page A-13

# mer hospital technician indicted

**LY** — A former Beverly Hospital technician is one of 37 persons indicted in the theft of perhaps as much as \$29,721 worth of used and spoiled x-rays from 20 Massachusetts hospitals.

One of the silver content, according to a statement by Attorney General Francis X. Bellotti, the indictments came after a nine-month investigation launched by Bellotti's Fraud Control Unit. The investigation followed after hospitals reported income information which was less than it might

**Beverly Hospital**

ille Hospital, which was in July of the probe. al officials subsequently charged with their auditing procedures, ten property in

Arraigned li were: Robert charged with l commit larcen England Bap

**VS**  
Officials of three Massachusetts refineries were also indicted for receiving stolen property in connection with the thefts.

Beverly Hospital President Robert R. Fanning, Jr., said local officials were made aware of the investigation this past summer. He said the hospital has inaugurated a new procedure for reclaiming silver proceeds so this kind of theft is not likely to re-occur. He said three hospital officials now weigh the negatives, then invite bids from the refineries.

At one point two or three years ago, silver was selling for \$40 to \$50 per ounce but the price has since dropped to about \$8 an ounce. Fanning said Beverly Hospital sold 405 pounds of negatives in 1980.

Worcester County were: Worcester, charged with larceny from Worcester County; Brayton of Whitins-larceny and conspiracy of \$6080 from Mill-hospital.

Bristol County were: Quinn of Somerset, eny of \$16,505 from al Hospital in Fall Riv-Lambort of Fall River, ny of \$8452 from St. Fall River.

sex County were: Wil-1, charged with larcen-1 Lynn- Hospital; and y of West Boylston, y of \$3101 from Be-dants were released zance.



R. Fanning, Jr. (left) President of the Beverly Hospital, and Josiah A. Spaulding who is stepping down from his position as Chairman of the Board of Trustees, replaces Frederick Kauders of Beverly Farms, who succeeds Spaulding as Chairman.

OFF THE CUFF

## Hospital pa

By TOM CLARK and PETER HOMAN  
News Staff

**BEVERLY** — To get a quick idea of the substantial growth at Beverly Hospital, it is interesting to compare some of the statistics compiled for the annual reports of 1976 and 1981.

Five years ago, the hospital's patient revenue was \$15 million; today it is more than \$30 million.

The number of patients admitted to the hospital in 1981 was 9,713 compared to 7,585 in 1976. Five years ago, 3,647 renal dialysis treatments were given. In 1981, the number of treatments was 11,192. The total number of physical, occupational, and speech therapy treatments in 1976 was 26,175; in 1981, the total was 53,821. There were 852 births in 1981, 518 in 1976.

Mayor Peter Fortunato was effusive in his



# Baby's first ride was safe

By VIRGINIA LOWRY  
Times Staff Reporter

BEVERLY — Warren Emery Huber was only four days old when he went for his first ride in the family car this week. His parents, Michael and Karen Huber were taking him from Beverly Hospital to their home in Manchester.

Bundled securely into his "Love Seat," the infant was unaware and uncaring that his first foray into the world was to be a safe one.

The infant carrier secured to the rear seat of the Hubers' car has been dubbed a "child passenger restraint" by federal transportation officials. An updated version of the traveling car bed, the tub-shaped restraint is specially designed and manufactured to federal specifications and provides the safest method of transporting a child.

Since Jan. 1, Massachusetts law requires that all children under five years of age be restrained when riding in passenger vehicles.

The Hubers are renting their child carrier from Beverly Hospital, through a two-year-old program designed to promote child motor vehicle safety. The Manchester couple know they are giving their first-born a good start.

"I think it's a wonderful idea," Mrs. Huber said.

"Some people think they can hold the baby in their lap and be safe, but they can't. The baby's head is the heaviest part of the body. It gets thrown forward like a cannonball," according to the Manchester mother.

Mrs. Huber said she and her husband learned of the rental program from nurses who conduct prenatal classes for expectant parents.

Although for a nominal fee the Hubers could keep Warren's child carrier for a year, they will only use it temporarily. Mrs. Huber said they already have ordered a federally-approved seat which will accommodate their son from infancy through his toddler years.

The \$46 cost for the seat, Mrs. Huber considers "not much in the long run. You can use it for subsequent children. You can find used ones, too," she added.

The device which took the Huber infant home is one of 146 carriers supplied to new parents by the hospital. For a fee of \$12, the carrier can be leased for a year, when most infants have outgrown it and require a larger one. When the carrier is returned to the hospital, \$5 of that fee is refunded.



Photo by Ralph Turcotte

Newborn Warren Huber is snuggled into an auto safety seat by his mom, Karen Huber, with a helpful assist by Dot Sonier (rear), charge nurse of post partum floor at Beverly Hospital

When Beverly Hospital got into the infant restraint business in 1980, only two or three other hospitals in Massachusetts had such a program, according to Grayce Kushmerek, assistant community relations director. It has become much more common, however, she said.

Two men deserve most of the credit for establishing the lease program, according to Ms. Kushmerek.

Love Seat, page A-3

parents with an infant car seat at a low cost. The seats are leased to the parents for one year, allowing them to delay purchasing a seat until the child is older.

Legislation which took effect Jan. 4 requires that child passengers under the age of five be provided with safety seats or seat belts. According to Dennis Sterzin, assistant director of the Child Passenger Safety Resource Center, Massachusetts became the ninth state to pass such legislation.

Sterzin said there's no way of telling what the impact of the legislation has been thus far. He did say that an observational study will be done "a little further down the road."

However, it can be expected that the new legislation will boost participation in area car seat loan programs.

"We've been flooded with phone calls since the legislation - I've ordered 40 more seats," said Denise Viens of Lynn Hospital's Community Relations Department, who is in charge of Lynn Hospital's car seat

amount to be refunded.

The total cost of a car seat to a lessee is about one-fifth the retail price of \$30 to \$40.

The program at Hunt Hospital was instituted six months ago by the Hunt Hospital Aid Association (the hospital's auxiliary). It leases the Century Love Seat which fits infants up to 20 pounds. The hospital is provided with the seats for \$24 apiece (a near-cost price) by Davy Chevrolet in Danvers.

Other North Shore hospitals that have carseat programs are Beverly Hospital and Lynn Hospital.

Peabody's J.B. Thomas Hospital and Lynn's Union Hospital have no programs because they don't have pediatrics or obstetrics units.

Gloucester's Addison Gilbert Hospital currently has no program, but "in light of the legislation," it is trying to put one together. According to Howard Bonis, Director of Public Relations, the hospital is looking for people to donate car seats they no longer need. These seats would be loaned to area parents free





Gloucester Times Feb. 10  
1982

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## Hospital offers three seminars on money, stress

ESSEX — Beverly Hospital is offering three seminars during the next two months.

The first, "How to Survive Preparing Your Income Tax Returns," will be Feb. 11 from 7:30 to 9:30 p.m. John Whipple of the Internal Revenue Service and Frank Alongi of the Taxpayers Assistance Bureau will conduct the program, focusing on federal and state regulations, revisions, and taking advantage of tax laws and planning, and community and IRA resources.

The second program, "Social Security Benefits: How the System Works," will be conducted March 9, 7:30 to 9 p.m. John Mattarocchia, district manager of the Social Security Administration, will present the seminar. The presentation will focus on what social security is, who is eligible for benefits, when benefits are received and where to get

information regarding changes and social security status.

The third program is a three-part Stress Management Workshop, March 23, 25 and 30, 7:30 to 9:30 p.m. This program is being repeated because there was so much interest when it was given before. The workshop will be conducted by Leah Sak, B.S.N., who will discuss recognition of stressful factors, coping mechanisms, and alternate methods of relief. Participants will utilize various assessment tools to identify individual stresses, responses and methods of effectively handling stress.

All three programs are free and open to the public. Pre-registration with the hospital's Community Relations Department is requested. Call 922-3000, ext. 222.

NEWS 2.11.82

## Hospital seminars will start tonight

BEVERLY — The Beverly Hospital will sponsor three seminars of broad community interest during the next two months.

The first, "How to Survive Preparing Your Income Tax Returns," will be held tonight from 7:30 to 9:30. The presentation by John Whipple of the Internal Revenue Service and Frank Alongi of the Taxpayers Assistance Bureau, will focus on federal and state regulations and revisions, taking advantage of tax laws and planning, IRA's and community resources.

The second program is "Social Security Benefits: How the System Works." John Mattarocchia, district manager of the Social Security Administration, will offer this seminar on March 9 from 7:30 to 9 p.m. The presentation will focus on what social security is, who is eligible for benefits, when benefits are received, and where to get information regarding changes and social security status.

Finally, the three-part Stress Management Workshop will be repeated by popular demand on March 23, 25 and 30 from 7:30 to 9 p.m. The workshop will be conducted by Leah Sak, B.S.N. Topics of discussion will include recognition of stressful factors, coping mechanisms, and alternative methods of relief. Participants will utilize various assessment tools to identify individual stresses, responses, and methods of effectively handling their stress.

All three programs are free. Pre-registration with the hospital's Community Relations Department is preferred.



# living

## Beverly Hospital in the lead Employers starting to t

By JO STEWART LENNOX  
News Staff

BEVERLY Sarah is three months. Jessica walks but doesn't say much yet, and Michael can create an artistic happening with primary colors while having a full-fledged conversation with whoever wants to listen.

The three are miles apart in one very common.

Beverly Center, a option for

for 18 the first its kind the state children of

less ex-centers, enter costs for infant lers. It is s as young dren up to

rector of Hospital, iter began e was first

ings I got here was yees who ok into it,"

survey to le wanted would be what hours etc. The vith a good interested reasonable

prices. Their biggest concern was the quality of care," she emphasized.

Hancox said following the initial survey, she and a task force of interested volunteers began piling through the forest of state and federal regulations on child care centers. She said it took a year to get through all the regulations which were so gargantuan. One meeting she had to go to required the presence of two people just to carry the laws.

Finally, Hancox said, as hospital employees continued to ask when the center would be started, "I began panicking. I realized it was a full-time job to set up a center and I had other duties also."

She said it was at that time, she heard there were consultants to help set up such centers, and began calling them.

"We finally settled with Child Care Management Inc. of Needham, to do the set-up. It was either that, or hire a full-time person," she said.

Because it was a year after the initial needs assessment, a second one was done, and although those wanting the service were less than the initial survey, there was still a significant number to warrant the expenditure. Hancox said during the process, Chief Executive Officer Robert Fanning was in favor of the center, as long as it wouldn't place the hospital in any financial trouble.

Luckily for the hospital, Hancox said, there was room available for a center in the former nurses dormitory, which

only needed renovations and equipment to be turned into a center.

"After the initial costs, the center began paying for itself," Hancox said, except for the in-kind services, such as heat and electricity, provided by the hospital.

"We can only come out looking good by having the center," Hancox said. "Even to those employees who don't use the center, it's a statement that we see you as a whole person."

"It's great, especially if you have a very young child and need to work. It gives you peace of mind. The child is right there you could even have lunch with them."

Although Beverly Hospital employees were fortunate to have a man with progressive ideas at the top, making the center possible there, Hancox said "there are many employers who think of it solely as a female benefit for a certain age group. It's not. We have fathers taking advantage of the program. It's a need."

Currently, Hancox said, the center is open weekdays from 6:30 a.m. to 6 p.m., but said when the need arises for it to be open more hours, it will be. She said she recently heard of a similar hospital-based center in California which is open 24-hours, and was a little upset because "I wanted to be the first in the nation," once a need arose.

Hancox said the parents, both mothers and fathers, who have enrolled their children, are pleased with it.

"We had one woman em-

## Hospital seminars planned

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The programs are free of charge. Pre-registration with the Hospital's Community Relations Department is preferred.



everything they want over the years who get the aid," she said. "That's just how it works."

Ipswich High School seniors who have applied for aid now have about a month and a half to go before finding out just how deep the federal cuts made this year will affect their lives.

"Tuition shock" apparently is here to stay.

## condo office plan for cable medical draws near

Beverly Hospital has tentatively agreed to the terms of a purchase and sale agreement with a group of nine professionals that will turn the Cable Medical Center into a condominium office complex.

Beverly Hospital President Robert Fanning said Wednesday the sale of the buildings for condominium office space could "occur within the next couple of months if not sooner." He said the sale is awaiting state Supreme Court approval of the transfer of assets from the former Cable Memorial Hospital to Beverly Hospital.

Under the plan, condominium offices will be sold to seven doctors currently renting space in the building, a lawyer and an accountant.

The lawyer, Charles Dalton, has already moved into his office from his former quarters on Central Street. Dalton is just renting the space now but said he expects to buy his office condominium within a couple of months.

Accountant George Tsoutsouras will also be purchasing office space in the building. His office is currently located at 84 Central Street.

Fanning said most of the office space will be sold to the doctors while Beverly Hospital will retain some to be used to recruit more physicians to the area.

Fanning said the terms of the purchase and sale agreements have been worked out to protect the intended purpose of the office building.

That purpose, according to the hospital president, is to attract and keep doctors serving the Ipswich area. He said that by owning their offices rather than just paying rent doctors have the added "incentive" of equity for remaining in the area and building their practices.

Fanning said the hospital has been negotiating the purchase with the group of doctors since last summer. He said it would not be appropriate to discuss the sale price of the condominiums at this time.

The price, Fanning continued, has been discussed with Cable Hospital and Health Services.

That group was formed as a separate organization from Beverly Hospital to serve as a local watchdog for future projects at the hospital site and consists of local businessmen and residents. Members include James Barney, Norman Quint, Peter Maistrellis, Merle Pimentel and Fred Carter.

According to Barney, his group will be used as the "vehicle" to handle the sale of the condominiums and any future use of the Cable Hospital building once the Cable Hospital Corporation is dissolved.

Barney said that the doctors in the building were interested in owning their own offices and approached his group and Beverly Hospital about the sale.

Barney agreed with Fanning that doctors, owning their own condominium office space, will be more likely to commit themselves to the Ipswich area and build medical practices than if they were just renting space. He said he sees the project as one way to insure continued health care in the Ipswich area.

5. february 26, 1982. ipswich today

"It will make for a better medical presence," Barney said of the condominium plan.

In addition to the condo project, Fanning said Beverly Hospital will again be seeking federal funds for a plan that would turn the existing hospital building into housing for the elderly.

Beverly Hospital had applied for a \$3 million grant last year to construct 78 units of elderly housing at Cable. The project was rejected by the federal Department of Housing and Urban Development (HUD) because the plan called for more than 50 units and was not located in a metropolitan area.

Under HUD guidelines, Ipswich was considered outside the Boston metropolitan area and was eligible for only 50 units.

Fanning said the hospital will be going back to HUD for project funds. He added the hospital had heard those funds are available.

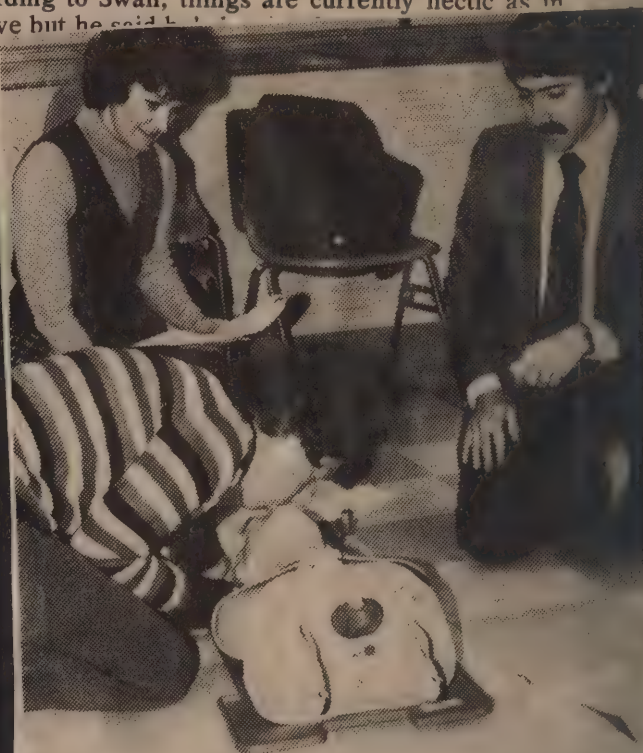
### SWAN OPENS LAW OFFICE AT CABLE

Lawyer Allen Swan is opening an office in Ipswich on Monday, March 1 at the Cable Medical Center.

Swan, a member of the Zoning Board of Appeals, had been practicing in Salem. He will be sharing office space with another Ipswich lawyer, Charles Dalton, who moved into the building this week.

According to Swan, things are currently hectic as in any move but he said he expects to be settled in by Monday.

Ipswich  
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**SAVING A LIFE** — Marjorie Glaister of Ipswich practices CPR on a dummy during the Heart Saver Course held at Ipswich Savings Bank last Saturday. Doctor of Internal Medicine Kenneth Zinn [at right] co-taught the free class with Jack Good, director of community relations and development at Beverly Hospital. They will teach another class at the bank on Saturday, February 27. Those interested may sign up for that class at the bank. Reading instructions to Glaister in the photo is Lou Dallas of James Road.



# Six doctors join Beverly Hospital

BEVERLY — The Beverly Hospital Board of Trustees recently approved the appointment of six doctors to the medical staff.

Sideris D. Baer, M.D., was appointed to the associate staff with privileges in internal medicine. A graduate of the University of Vermont and Athens (Greece) University Medical School, he completed post graduate training at Pawtucket Memorial Hospital, R.I.; Walter Reed Army Medical Center, Washington, D.C.; and Womack Army Hospital, Fort Bragg, N.C. Dr. Baer has opened an office on Central Street, Ipswich.

Lewis L. Kramer, M.D., was appointed to the associate staff with privileges in gastroenterology. He

is a graduate of Temple University School of Medicine and is board-certified in internal medicine. He completed internship, residency and a fellowship in gastroenterology at Rhode Island Hospital, Providence. Dr. Kramer's office is on Essex Center Drive, Peabody.

Walter S. Levitsky, M.D., a specialist in neurology, was also appointed to the associate staff. He received his medical degree from Albany Medical College and completed neurological residencies at Jersey City Medical Center and Boston City Hospital. Board-certified in neurology, Dr. Levitsky has held teaching appointments at Boston State Hospital and Boston University College of Medicine. He main-

tains an office in Peabody.

Jerry McCauley, M.D., appointed to the consultant staff, has privileges in renal disease. He graduated from Dartmouth Medical School and completed internship and residency at Roger Williams General Hospital, Providence. Currently completing a fellowship in renal medicine at New England Medical Center. Dr. McCauley practices in Boston.

Joseph J. Greco, M.D., was appointed to the courtesy staff with privileges in ophthalmology. Board-certified in his specialty, Dr. Greco is a graduate of New Jersey College of Medicine. He completed internship at Newark City Hospital, N.J.; residency at Manhattan Eye, Ear and Throat Hospital and is clinical instructor in ophthalmology at Tufts College of Medicine. Dr. Greco's office is on Highland Avenue, Salem.

Frank J. Michaels, D.P.M., was appointed to the consultant staff with privileges in surgical podiatry. A graduate of Ohio College of Podiatric Medicine, Dr. Michaels completed his podiatric residency at Huntington General Hospital, Boston. He practices at an office on Washington Street, Salem.

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Living his first days in an isolette at St. Margaret's Hospital in Boston means this relatively large (four pounds)

## section

# B.

Amesbury NEWS  
Ipswich Chronicle  
Hamilton  
Wenham Chronicle  
Danvers Herald  
tri-  
town transcript  
THE CITY REPORTER  
SWAMPSCOTT REPORTER

## 10 years ago P today he's a s

By HELEN  
They were afraid  
announcements.  
And when three  
if his new baby brother w  
bury's Marcel Corriveau  
"Maybe."

Just hours before, Mar  
Delta Airlines, had been  
call from St. Margaret's  
3 pound, 2 ½ ounce son P  
was in respiratory distres  
Marcel should come in in  
"I thought he was gone



## \$25 fine for violators

# Buckle up your baby is

By BARBARA RUSSELL

"Buckle Up for Safety" is no longer just a catchy jingle meant to raise the public's safety consciousness.

Buckling up for children under five years of age is now law.

According to Pat Bartoschesky of the Massachusetts Department of Public Health, the Child Passenger Safety Act, Chapter 680 of the Mass General Laws which went into effect Jan. 1 requires that all children under the age of five be fastened in a "properly-adjusted car seat or safety belt" when riding in motor vehicles. Operators of motor vehicles with children under five not properly restrained will be faced with a \$25 "unrestrained child" fine.

That means no more little ones snoozing on the ledge in the back window of a moving car, no more tiny hands helping Dad to drive, no more three-year olds standing next to Mom to see where they're going, no more infants on mothers' laps, and no more tots scrambling around loose in the rear section of the family station wagon.

Why?

Too many children are getting hurt because they are not being given the protection of restraint in a moving car.

Facts and figures about child abuse are shocking. So are facts and figures from the Massachusetts Registry of Motor Vehicles on the number of children injured, maimed, and killed because of parental negligence in buckling up their little ones.

Here are some Registry figures.

In 1980, for the newborn to age five category, 800 children were injured in moving vehicle accidents and four were killed.

Nationwide, there were, during the same time, approximately 70,000 children, infants through toddlers, maimed, and 1,000 killed while riding in a car.

What does the new law mean to Tri-town residents?

According to H. Robinson Vail, Topsfield's juvenile safety officer, Police Chief Edward Richardson of Middleton, and Douglas Warren, Boxford's Chief of Police, local cops are not going to be lying wait for an offender to drive out of the local supermarket parking lot and then slap him or, more likely, her with a fine. At least not yet.

Vail said, "We are not out to punish people but rather to save lives."

"We want to educate parents first, and make them realize they can very simply prevent serious injuries to their small children with proper restraints."

Safety harness



Lap belt

### Infant Carrier

But.

"I do believe we will begin to crack down and fine people within a reasonable time, though," Vail warned.

Richardson agreed with him.

"The enforcement of this law would not be easy. We will have trouble stopping every car with a small child unrestrained, but we'll rely on parents' good sense and education to protect their children."

He added, "If a car is stopped for some other reason and there is a very young occupant without the proper restraints, then we will fine them."

That's for now. How about the future?

"The day will come," Richardson predicted, "when we will stop people coming out of, say, the Post Office and riding down 114 without the proper car seats or belts for their children."

Warren also believes teaching people, making them aware is the key to preventing the injury of tiny children in cars.

He said, "Education of the general public is necessary. There is none closer or dearer to a parent than a child and every parent should want to protect their child."

He added, "If a person does not give their child proper security, then they are very, very negligent and yes, they should be fined."

Dr. Norman Gaudrault, a Topsfield pediatrician, agreed with the local police chiefs.

He said, "A large measure of injuries to children in the newborn to age five group caused by accident in a moving vehicle are preventable by the use of proper restraints."

Gaudrault doesn't see a large number automobile accident victims in his practice



DR. STEPHEN PRICE, M.D.,  
is pleased to announce that from March  
8th his medical practice will be relocated  
at:

205 Willow Street  
So. Hamilton, MA 01982

For the practice of Family Medicine and  
Primary Care

Obstetrics/Gynecology

*A-W CHRONICLE 3.3.82*

**Jim Barney**, son of Mr. and Mrs. George  
Barney of Bridge street, Hamilton, has been  
named treasurer of the Board of Trustees at  
Beverly Hospital.

**Barney** lives in Ipswich where he is presi-  
dent of the Ipswich Savings Bank.

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*IPS. CHRONICLE 3.4.82*

## Cable offices to go condominium

Local professionals, includ-  
ing some area doctors, have  
negotiated a tentative purch-  
ase and sales agreement  
which will turn the former  
Cable Hospital Medical Cen-  
ter into a condominium office  
complex.

Community Relations  
Director John Goode of Be-  
verly Hospital (which now  
owns the Cable property) said  
the sale could take place in  
the next couple of months.  
The sale depends on approval  
by the state Supreme Court of  
the transfer of Cable assets to  
Beverly Hospital.

The office space will be  
offered to Attorney Charles  
Dalton, Accountant George  
Tsoutsouras and seven doc-  
tors who presently have  
offices in the center. The  
group has been negotiating  
since last summer when it  
approached Beverly Hospital  
officials. Dalton has already  
moved in, leasing the space at  
present and sharing it with  
another Ipswich attorney,  
Allen Swan, a member of the  
Zoning Board of Appeals.

Beverly Hospital plans to  
hang on to some of the office  
space in an effort to attract  
additional doctors to the  
Ipswich area.



**MOVING IN** to his nice, new office in the former Cable  
Hospital is attorney Allen Swan.

(Photo by Rick Goodwin)



# \$25 fine for violators

## Buckle up your baby is now law in moving cars

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According to Pat Bartoschsky of the Massachusetts Department of Public Health, the Child Passenger Safety Act, Chapter 680 of the Mass General Laws which went into effect Jan. 1 requires that all children under the age of five be fastened in a "properly-adjusted car seat or safety belt" when riding in motor vehicles. Operators of motor vehicles with children under five not properly restrained will be faced with a \$25 "unrestrained child" fine.

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Nationwide, there were, during the same time, approximately 70,000 children, infants through toddlers, maimed, and 1,000 killed while riding in a car.

Both Hunt Memorial Hospital in Danvers and Beverly Hospital lease GM Infant Love



Conventional Car Seat

Seats for infants weighing up to 20 pounds to parents taking their new babies home.

The rental can extend for a year for a model \$12, with a \$5 refund if the seat is returned to the hospitals in good condition at the end of 12 months.

Both hospitals have been given a break by GM dealers who have given them the seats at cost.

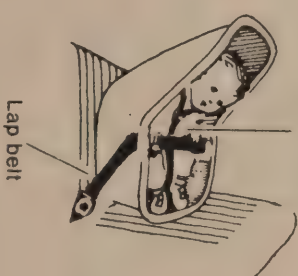
Since November 1980, Gus Means of Means Chevrolet in Ipswich has provided the infant seats to the Beverly Hospital and since last June, Davy Chevrolet of Danvers has contributed to Hunt's safety program.

Your Child's Life

The GM Infant Love Seat the hospitals use is one of the 21 crash tested devices recommended by the Physicians For Automotive Safety in a 1981 pamphlet called "Don't Risk Your Child's Life."

The other seats mentioned by the physicians' pamphlet are:

Questor's Dyn-O-Mite which is suitable for up to 17 pounds. However, the use of seats manufactured before Jan. 1, 1981 is not recommended.



Infant Carrier

For just toddlers, there are three seats listed.

They include:

GM's Child Love Seat with a five point harness and a warning the use of a top anchor strap is essential as well as the fact a lap belt must be secured around the front of both the seat and child.

The other two toddler-only seats are:

Ford's Tot Guard and Century's Safe-T-Rider Booster Seat.

The \$55 Ford Tot-Guard, obtainable only through Ford dealers, is equipped with a protective shield secured with a lap belt. The lap belt, to be most effective, must be secured around the front of the seat and the child.

Century's Safe-T-Rider Booster Seat is, according to the pamphlet, "suitable for the child who has outgrown a car seat up to 65 pounds."

According to the Physicians for Automotive Safety, the Safe-T-Rider Booster Seats manufactured before 1980 have defective harnesses which will be replaced free of charge by the Century company.

Also on the list in the handout, are 16 other

seats that convert from rear-facing infant seats to forward-facing toddler seats for children who can sit up without support.

Of those 16, eight are available at a nearby children's toy store Child World, for prices ranging from \$29.87 to \$69.87, according to an ad in a Sunday Boston Globe.

Also available at Child World is GM's Infant Love Seat for \$29.87 (the same one leased at area hospitals) and a booster seat similar to Century's Safe-T-Rider for \$19.87.

According to Bartoschsky of the Department of Public Health, Kolcraft's Tot Rider Booster Seat for \$19.87 shows inadequate protection in the ad because it does not illustrate the need for a shoulder harness to be used with this type of seat.

The improper use of any safety device is the problem Bartoschsky's department is trying to overcome.

She said, "Unless car seats and seat belts are properly used, and that's written into the law as 'properly adjusted,' they do not afford the maximum amount of protection."

But, as with many laws, there are exceptions.

Exemptions to the Child Passenger Safety Act include:

- vehicles not equipped with seat belts.
- vehicles with all seat belts and car seats in use.
- vehicles for hire, such as taxis or limousines.
- children physically unable to use a seat belt or car seat.

Bartoschsky added, "When you figure it costs from \$50-75 just to wald into a hospital emergency room, and over \$100,000 for long term care in a pediatric nursing home, the \$20 to \$60 that should be spent on adequate car seats and harnesses for children from birth to five years is cheap."



# Health Works'82 set for March 18

TUES 3.11.82

BEVERLY — "Health Works '82" is coming to the greater Beverly area on Thursday, March 18, from 11 a.m. to 7 p.m. at the First Baptist Church on Cabot Street.

Health Works is a statewide effort to bring health screening and education to easily accessible sites during the week of March 15-21. It is co-sponsored by WCVB-TV and Shawmut Banks, in association with WHDH radio.

The Beverly area fair, organized by Beverly Hospital, will offer health screening tests, education and counseling to all participants over 18 years of age.

Tests will include height/weight, blood pressure, anemia, visual acuity, diabetes, blood chemistry, oral cancer and lung capacity. All tests are free with the exception of a \$7 fee for the blood chemistry test. A new booth this year will provide information on the proper use of medications and distribute "Vial of Life" kits at no charge.

Participants are reminded that the screenings are designed only to identify potential problems and are not intended to be a substitute for a physical examination. If any indications of unusual conditions are found as a result of any test, the individual will be referred to a physician.

Participants are asked to come to Health Works prepared to give the name and address of their personal doctor. All participants will also have an opportunity to receive a personal health assessment interview, based on their medical history and test results. When indicated, referral will be made to area health resources and physicians, along with motivational assistance for a healthier lifestyle.

Older residents wishing to attend Health Works may contact the Beverly Council on Aging for transportation to the site.

Co-sponsoring Health Works '82 with the Beverly Hospital and First Baptist Church are the Beverly Council on Aging, Department of Public Health, VNA of North Shore, Bay Area VNA, Endicott College and the American Cancer Society.

## Parenting Classes

TUES 3.12.82  
Beginning March 17 and continuing for six consecutive Wednesday evenings, 7:30 to 9:30, Parenting Classes will be held at Beverly Hospital. The sessions will cover growth and development, nutrition, sibling rivalry, discipline, and issues for single or working parents. To register, call Maternity Unit, 922-3000, ext. 443.

Program set for March 18

3.11.82

## Health tests made available

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Older residents wishing to attend the Health Works may contact the Beverly Council on Aging for transportation to the site.

Co-sponsoring Health Works '82 with Beverly Hospital and the First Baptist Church are the Council on Aging, Department of Public Health, Visiting Nurse Association of the North Shore, Bay Area VNA, Endicott College and the American Cancer Society.



# Busy Jack Good finds way to put his faith into action

By LINDA CORMAN

ESSEX — Jack Good's appointment calendar is as jammed with ink as his resume.

His son's hockey game is wedged between a brotherhood dinner and another appointment.

Board and committee-memberships alone cover one and a half pages of the three page resume.

Ever since he decided to attend Gordon College in 1966, this Martin Street resident has been racing from job, to night school, to board meeting, back to home, to spend time with his family.

A desire to set an example

sarily conclude he was destined to become the director of community relations and development at Beverly Hospital.

Credentials in Christian education and emergency medical technician training are crammed amid credentials as a development and communications specialist.

Good received a bachelor's degree from Gordon out how he could "put his College and a master's in faith into action."

The pastor suggested he attend Gordon College. Good's degree from Gordon out how he could "put his religious education from Gordon College and a master's in faith into action."

In his sophomore year, he decided to "put things together in his life" and continued his pastor to figure out how he could "put his high school.



## ESSEX

at Lexington Christian Academy.

After graduating from the seminary, Good spent eight years in the Gordon College administration, running alumni affairs, assisting the director of institutional advance, and as assistant to the vice president.

In 1978, Good joined the Beverly Hospital administration. "I wanted to work outside

### Health Works

"Health Works '82" is coming to Beverly Thursday, March 18, from 11 a.m. to 7 p.m. at the First Baptist Church.

Health Works is a statewide effort to bring health screening and education to easily accessible sites during the week of March 15-21, cosponsored by WCVB-TV and Shawmut Banks in association with WHDH radio.

The Beverly area fair, organized by the Beverly Hospital, will offer health screening tests, education and counseling to all participants over 18 years of age.

Tests will include height/weight, blood pressure, anemia, visual acuity, diabetes, blood chemistry, oral cancer and lung capacity. All tests are free with the exception of a \$7 fee for the blood chemistry test. A new booth this year will provide information on the proper use of medications and distribute "Vial of Life" kits at no charge.

Participants are reminded that the screenings are designed only to identify potential problems and are not intended to be a substitute for a physical examination. If any indications of unusual conditions are found as a result of any test, the individual will be referred to a physician.

Participants are asked to come to Health Works prepared to give the name and address of their personal doctor. All participants will also have an opportunity to receive a personal health assessment interview, based on their medical history and test results. When indicated, referral will be made to area health resources and physicians along with motivational assistance for a healthier lifestyle.

Older residents wishing to attend Health Works may contact the Beverly Council on Aging for transportation to the site.

Cosponsoring Health Works '82 with the Beverly Hospital and First Baptist Church are the Council on Aging, Department of Public Health, VNA of North Shore, Bay Area VNA, Endicott College and the American Cancer Society.



# Beverly pediatrician responsible for state's tough child car seat law

*(A state law requiring children under five years old to be restrained while riding in a moving vehicle went into effect on Jan. 1. Two years ago, the staff at Beverly Hospital began renting infant car seats, approved by the U.S. Department of Transportation, to parents of newborns at a nominal fee. Much of the credit for passage of the law and establishment of the hospital program goes to a Beverly pediatrician, Dr. Richard Kenney.)*

By VIRGINIA LOWRY  
Times Staff Reporter

3.15.82 TIMES

BEVERLY — It's a scene often repeated.

A young mother and father climb into their car for a short trip across town. A blanket-swaddled infant is cradled carefully in mother's arms.

Is it really a pleasant picture of domestic happiness and parental solicitude?

Definitely not, according to a Beverly pediatrician who helped lobby for a state law requiring children to be restrained in moving vehicles.

The scene is often a prelude to a phenomenon known nationally as "the child crusher syndrome," according to Dr. Richard Kenney.

The picture is changing, however. State legislation passed last year went into effect the first day of 1982, and requires all children under five years old to be restrained when riding in a moving, non-commercial passenger vehicle. The law provides a \$25 fine for violators.

A simple law of physics dictates that, in a 30-mile an hour auto crash, a 10-pound baby produces a thrust of 300 pounds.

Kenney said tests have determined that an adult simply cannot hold onto that 300-pound force, even if the adult is wearing a seat belt.

Without a belt or seat harness, the parent becomes a lethal weapon, often killing the child.

A 100-pound mother, for example, who is involved in a crash at the same speed, can strike her infant with 3,000 pounds of force.

In accidents throughout the country, according to Kenney, police often find a child crushed to death beneath the parent.

Nationally, Dr. Kenney said, 1,600-1,700 youngsters under the age of four are killed in motor vehicle accidents each year. Added to those fatalities are the thousands who are maimed.

In Massachusetts alone, four to five children under four years old die each year, while another 750 receive injuries that require hospitalization.

"The goal is to try in the next two years to reduce those figures by one-half," Dr. Kenney said.

Dr. Kenney said that, although the Massachusetts law allows youngsters to ride in adult seat belts, those restraints are not safe for very young children.

He said the safest kind is readily available from most auto dealers. The "tub-like" seats come in sizes which will accommodate a child from newborn size to about four years old, and are anchored to the rear seat of the car.

With the use of a properly-designed restraint system, "90 percent of the fatalities can be prevented," according to Dr. Kenney. He also estimated that 70-80 percent of injuries to children can be prevented.

The Beverly pediatrician knows his statistics, and is

child neglect. "Knowing the risks and not taking steps to prevent them is at least negligence."

Kenney became involved in the educational program and law drafting because "no one else was doing it."

Like other pediatricians, Kenney practiced preventive medicine for children. Besides his private practice, he was involved in well-baby clinics.

Working for child safety, he realized, was "potentially more valuable for a pediatrician to do."

Traffic accidents, according to Kenney, are "the number one cause of death and severe injury...the number one killer" of children. For example, the pediatrician said, "for every one case of cancer death in a child, you'd have two children killed in a motor vehicle accident. It's way out in front."

Until physicians began examining the problem in the late 1960's, "not much was being done" in the field of child traffic safety, Kenney said. Aided by technical advances in child restraint systems, they began looking towards preventive medicine.



An example of a safe child car seat

"It (childhood traffic death and injury) can be controlled very much like an infection," the pediatrician said.

While the legislation passed is not perfect, Kenney and Griffith feel it is at least a starting point in the child safety crusade. Massachusetts became only the ninth state in the U.S. to pass similar legislation.

The law specifies that all children under five must ride in a U.S. Department of Transportation approved device such as that recommended by Kenney, or in properly fastened seat belts.

According to Kenney, before the restraint law was passed, fewer than one of every 10 children riding in a moving vehicle was restrained. In the enactment and enforcement of restraint legislation, he said this country lags far behind Europe and Canada.

Getting the legislation passed was a difficult task.

At the Statehouse, Kenney heard legislators tell him the law would be an infringement upon parents' rights, an argument he derides as "ridiculous" in light



TIMES 3.17.82

## Hospital to sponsor children's health fair

BEVERLY — The Beverly Hospital will sponsor a "Health Works for Kids" on Friday, March 26 during National Children and Hospitals Week.

Children ages five and under may visit this mini health fair with their parents between 10 a.m. and 3 p.m. The program will include free health screenings, education and evaluation, much the same as the "Health Works" fair for adults to be held March 18 at the First Baptist Church.

"Health Works for Kids" will offer screenings for height, weight, blood pressure, vision, anemia, lead poisoning, and developmental skills. Information will also be provided on nutrition, car safety, hearing and speech, growth and development, burns, and poison prevention.

Parents bringing their children to the health fair are advised that screening tests are designed only to identify potential problems and are not intended as a substitute for a physical examination. If tests indicate any unusual condition, the child will be referred to a physician.



Planning has been under way for weeks for two health fairs sponsored this month by Beverly Hospital. On Thursday, March 18, "Health Works '82" will be held at the First Baptist Church, from 11 a.m. to 7 p.m.. "Health Works for Kids" will be held at the hospital on Friday, March 26,

Above, left to right, are planners Gracia Clemson, Caroline McPherson, assistant director of pharmacy, and Deborah

## Kids' Health Works at hospital March 26

TIMES 3.18.82

BEVERLY — The Beverly Hospital will sponsor a "Health Works for Kids" on Friday, March 26, during National Children and Hospitals Week.

Children aged 5 and under may visit this mini health fair with their parents between the hours of 10 a.m. and 3 p.m. The program will include free health screenings, education and evaluation, much the same as the "Health Works" fair for adults to be held the previous week.

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Parents bringing their children to the health fair are advised that screening tests are designed only to identify potential problems and are not intended as a substitute for a physical examination. If tests indicate any unusual condition, the child will be referred to a physician.

Plan to attend "Health Works '82" on March 18, if you're over 18, and bring your youngsters to "Health Works for Kids" on March 26. Both fairs will show you the way to better health for yourself and your family.

### Health Works for Kids

Beverly Hospital will host a Health Works for Kids on Friday, March 26 from 10 a.m. to 3 p.m. Free screening tests and health information will be available for children 5 and under. For information, call the Pediatrics Unit, 922-3000, ext. 451.



## Health Works for Kids

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Plan to attend "Health Works '82" on March 18, if you're over 18, and bring your youngsters to "Health Works for Kids" on March 26. Both fairs will show you the way to better health for yourself and your family.

## Hospital fundraiser

*TIMES 3.19.82*  
Beverly Hospital physicians will go "MASH" on April 23 to benefit the hospital building fund.

The Monte Carlo night, sponsored by the Beverly Hospital Aid Association and the doctors, will be held at the Shore Country Day School. The "MASH" theme, modeled after the popular television show, will feature doctors as dealers dressed in GI garb. The games will be played for cash in accordance with rules of the Mass. State Lottery

Commission. Many door prizes will be offered.

Tickets may be obtained at the Beverly Hospital Community Relations Office or from the co-chairmen, Betty Murphy, 927-7386, and Sandy Singer, 927-2906.

## Health works

### To the Editor:

I would like to publicly acknowledge the efforts of over 150 volunteers for making possible the Beverly Hospital "Health Works" fair on March 18.

The fair was a major project of coordination and organization, which could not have succeeded without the tremendous support of many community agencies and groups. The credit for the fair's success goes to the First Baptist Church, Council on Aging, VNA of North Shore, Endicott College, Bay Area VNA, Beverly Board of Health, in addition to several area dentists, community volunteers and the many employees from the Beverly Hospital and Cable Emergency Service, Ipswich.

Everyone involved worked long, hard hours to bring a very worthwhile health project to more than 400 North Shore residents.

On behalf of the Beverly Hospital, I extend our grateful thanks to these community spirited individuals.

**Grayce M. Kushmerek**  
Coordinator  
Community Relations

*TIMES  
3.20.82*



Rae Scott of Hamilton has been named "Realtor of the Year" by First Realty Group of the North Shore where she is a broker. She topped the organization with residential sales and won a trip to Washington, D.C. Mrs. Scott is president of the Beverly Hospital Aid Association.



# Birth experiences

*The mother of four children tells about her struggle to give birth the way she wanted.*

By STELLA-MAE SEAMANS

My husband and I have four children (ages 8, 6, 4, and a newborn). Each child had a different birth experience. How the birth experience will affect the development of each child, time will tell.

Frederick Leboyer, in his famous book, "Birth Without Violence," asks:

"Are the specifics of birth so very important? Birth is only a brief moment, a mere flash between the long 'before' of pregnancy, and the even longer 'after' of growing up. Birth is a bad moment to go through, but why make such a fuss about it? A bad moment to go through...all too easy to dismiss it. And yet there's another 'bad moment' — just as brief — which nevertheless casts its great shadow over our entire lives. The moment of death. Yes, both take only a mere moment. But a moment unlike any other. To be born is to breathe. To commence this ebb and flow that will cease only when we do."

In 1973, eight years ago, we had our oldest child at Beverly Hospital. He was delivered with the aid of forceps, a medical tool that can reach high up in the birth canal, much farther than a doctor's hands can. Before the doctor did this, I received a spinal anesthetic, which completely numbed my pelvic region.

After the birth, I had a headache, my stitches from the episiotomy hurt, and I was depressed. I remember looking at our baby, our

stethoscope to listen to the baby's

In answer to my question about whether the pubic area needed to be shaved, the other said, "It depends on the hairiness of the animal."

My husband, Toby, had come a long way from expecting birth to be solely my concern to participating in natural childbirth classes. Toby was with me throughout labor, timing my contractions, relaxing me and obeying the hospital regulations throughout the night.

At 8 a.m., while I was in the pushing stage, the hardest stage of labor, my doctor walked in and said, "You have two more hours of that!" He walked to the other two mothers in labor and told them similar stories. The doctor, I felt, had wanted us all out of labor and delivered before his office opened at 9 a.m. Toby and I had been going all night and doing fine. However, we were both tired. What we needed was not a grumpy doctor after a long night, but some encouragement.

Maybe we were asking too much. I was wheeled into the delivery room, told to roll over, given the spinal anesthetic, told to lie back and to put my feet in stirrups. Begrudgingly Toby was allowed to come in and told where to stand. There was no mirror to view the delivery. The doctor cut me, then reached in with the forceps and pulled out a screeching, wiggling, very red little spasm of terror.

## Our second child

Two years later, I was pregnant again. This time I was determined to have a natural birth and checked in. ing Robby with my in-laws, we

background. We, couples or single mothers, discussed our reasons for coming and Tonya explained the advantages of homebirth, the equipment needed, how to recognize emergencies. One couple had their first child in Israel in a kibbutz. They explained how they had liked the community atmosphere at birth. As a result, they wanted their second child to be born in a similar, warm, home atmosphere.

Toby was always a little reluctant to come to these meetings where, with great intensity, women's insides and emotions were discussed, where small children with dirty diapers ran about, and where mothers unabashedly nursed. However, we were both a little undone when at a meeting on emergency procedures, Tonya spread a sheet on the floor and then proceeded to dump ketchup on it. "Now if there's a blood smear is this big, there is nothing to worry about. But," and Tonya smeared more ketchup, "there is this much blood coming out of you, that is an emergency. You are hemorrhaging and you better get to a hospital quickly."

Toby and I went to one more meeting. Tonya was upstairs with morning sickness. She was pregnant with her fourth child. Another young lady with long hair sat before us. We discussed psychological problems. This was our last meeting. The blood smear and the fact that Tonya, the head of the group, could be sick being pregnant made a base, faith.



# beverly

## Hospital site proposed for O'Brien company

BEVERLY — A house with a single-car garage owned by Beverly Hospital has been offered to O'Brien Ambulance, Inc., as a possible Beverly headquarters.

The house and garage at 97 Herrick St., are both in need of some repairs and a fairly substantial renovation — if not rebuilding — of the garage would be necessary to accommodate the two ambulances O'Brien would be required to keep here under the terms of a

\$14,000 contract the city has approved. That contract has not yet been signed and awaits presentation by O'Brien of the firm's insurance certificate.

Kevin O'Brien, president of the ambulance company, has said the present headquarters on Rantoul Street is being leased or sold, most likely to Continental Cablevision, Inc. After city officials turned down the company's request to lease the former School Street fire

station, O'Brien said the Beverly operation may have to be shifted to Peabody because of the lack of suitable and affordable facilities in Beverly.

John L. Good, III, director of development and community relations at Beverly Hospital, said the hospital's house and garage has been offered to O'Brien as a possible site to be leased. The house is now vacant, he said, although a hospital employee lived in it until this past summer.

### Hospital Monte Carlo

BEVERLY — Beverly Hospital physicians will go M A S H on April 23 to benefit the hospital building fund.

A Monte Carlo Night, sponsored by the Beverly Hospital Aid Association and the doctors will be held at the Shore Country Day School. The M A S H theme, modeled after the popular television show, will feature doctors as dealers dressed in GI garb. The games will be played in accordance with the rules of the Massachusetts State Lottery Commission. Many door prizes will be offered.

Tickets may be obtained at the hospital public relations office or the hospital gift shop. They are also available from the co-chairmen, Betty Murphy, 927-7386, and Sandy Singer, 927-2906.

### Babysitter training

A babysitter training course begins on Tuesday, April 6, at Beverly Hospital for boys and girls, age 11 to 16. Training is given in child care, emergency situations, development of competence and self-confidence.

There is a \$5 fee for the four-lesson course and pre-registration is required. For further information, call the Community Relations office, 922-3000, ext. 222.

A10 Beverly Times, Friday

## The A

### Babysitter Training

Babysitter Training Course begins April 6 at Beverly Hospital. Boys and Girls aged 11-14 are trained in child care, performance in emergency situations and development of competence and self-confidence in their role as babysitters.

Pre-registration and \$5 fee is required for four sessions. For further information, contact the Community Relations Office at 922-3000, ext. 222.



# Hospital's CT scanner put to immediate use

**BEVERLY** — Beverly Hospital's head computerized tomographic (CT) scanner went on line Tuesday and by Wednesday morning was being used in an emergency situation.

The CT scanner, according to Dr. William J. Otto, chief of radiology, is presently the only method available to X-ray the brain itself but is also capable of evaluating numerous neurological symptoms.

In case of stroke patients, for example, the scanner will provide increased ability for early diagnosis and evaluation of the patient's treatment and progress.

Wednesday morning's use of the \$149,000 equipment showed Dr. Otto that the patient had suffered a relatively minor stroke, one that perhaps can be treated without radical procedures.

Beverly Hospital's application for approval to add a CT scanner to its diagnostic services was based upon a projected performance of 3,000 scans annually. But the apparatus's location at Beverly is especially beneficial in emergency cases.

"Our present practice is to refer seriously ill patients and multiple trauma victims to another hospital for brain scans, often in a life-threatening situation," said Otto. "We can now provide this service here. Travel time and patient safety factors will no longer be cause for concern."

Travel to another hospital also had been a concern for Beverly Hospital's own patients. Otto estimated that brain scans for Beverly's patients were required approximately 330 times each year, an average of nearly one per day.

In addition to the discomfort and the fact that ambulance transportation can be dangerous for seriously ill patients, such trips were also more expensive than the cost of a brain scan at Beverly will now be.

Beverly received approval of its application for the CT scan



Judy Connors, R.R.T., Dr. William Otto  
operate scanner

*The Salem News/Dave Matt*

from the Department of Public in December. A determination of need application had been filed by the hospital in January 1981 for approval to purchase and install the head scanner. The overall cost of the equipment and necessary construction for installation was approximately \$180,000.

Dr. Otto, who has been at Beverly Hospital since 1969, said the presence of the computer scanner provides a "quantum leap" in the diagnosis and treatment of patients at Beverly and said he is extremely pleased by its acquisition.

The scanner allows physicians to see a "picture" of brain tissue, produced by the computer. Actually, two series of nine "pictures" are taken, one with a contrast created by injecting a dye intravenously.

The procedure is said to be no more hazardous than chest X-rays and, in fact, will decrease or eliminate the need for a series of skull X-rays in some cases.

Use of the scanner is strictly controlled by screening each application from a physician and by a follow up review. But the screening process, required by the state, is based more in economic considerations than safety concerns.

According to a hospital spokesman, the CT technical staff is comprised of a team of

registered professionals with specialized training in computed tomography. Their clinical experiences include the earliest generation of CT Scan units through the most modern state-of-the-art units such as the one at Beverly.

Since CT scanners were first put in use in England a decade ago their effectiveness has increased even as their cost has gone down.

Beverly Hospital first applied for CT scanner approval in 1976 and over the years had filed four separate applications before receiving a favorable determination of need.

Robert R. Fanning Jr., hospital president, also expressed pleasure at the Health Planning council's approval and cited merit on which the application was based.

"The Beverly Hospital and Cable Emergency Service in Ipswich operate active emergency rooms with combined visits of nearly 40,000 per year," Fanning said.

"Based on our referrals for scans and our commitment to adequate regional care of trauma victims, we believe the acquisition of a head scanner will enable us to provide full-service diagnostic capabilities and emergency treatment," said Fanning.



# NORTH ST SUNDAY

Vol. 5 No. 34 Sunday, April 4, 1982

108,000 home delivered

## The Human Guinea Pigs

T E S T I N G   D R U G S





# INDEPENDENT

Serving Communities throughout Middlesex and Worcester Counties

## A place to be born

By Jeanne Bracken

Cheryl Sawler, Nancy Toombs and Chloe Pierce don't look much like radicals. Yet the three Littleton women all went to the North Shore Birth Center (NSBC) in Beverly, where babies are delivered by midwives in a homelike setting. According to the three women, the experience bears little resemblance to a traditional hospital birth, where they contend even an uncomplicated natural event can be treated like a medical crisis.

"In a hospital I knew I'd be inhibited from doing what felt natural. They make you feel a plain birth is not normal," Chloe asserts. After investigating home births, she learned late in her pregnancy that the NSBC was about to open. In December 1980, her daughter Anna

was the third child to be born there.

Nancy was able to compare the different experiences because she failed to progress after more than 24 hours of labor and was moved to adjacent Beverly Hospital for the actual birth.

Medications are not used at the birth center and she had to be under a doctor's supervision when Pitocin, a hormone used to induce or speed labor, was administered.

"In the hospital there was a clock in front of my face and a fetal monitor was used. There were nurses galore." She found out later that the doctor had wanted to do a Caesarean section but was convinced by the midwife who had accompanied her, to wait because there was no evidence of fetal distress. Her daughter Kimberly was born December 15, 1981, after 2 1/2 hours on "pit."

Just five days before, Cheryl had

given birth to Hannah at the birthing center. The two women are still amazed that their paths never crossed at the small and friendly facility. Despite their living near each other, they never knew each other until another Littleton woman suggested they meet.

Since it is illegal in Massachusetts for midwives to deliver babies outside a hospital, the NSBC is officially an arm of Beverly Hospital (BH). The facility is staffed now by three certified nurse-midwives (CNMs) and the medical director is a doctor on the BH staff who has been admirably supportive of the center. It is used by women from all over New England, many from the Lowell/Acton area, but the majority are residents of the North Shore and Cape Ann.

At the center, women check their

Continued on page 3



Informality is the rule at North Shore Birth Center in Beverly. From left to right, Carol Whitt holds Jamie Sawler, Cheryl Sawler bounces her new daughter Hanna, Chloe Pierce holds her daughter Anna and Nancy Coombe balances baby Kimberly. (Photo by Jeanne Bracken)

The legend...Pg.2 Blood pressure news...Pg.4 Awaited reunion...Pg.6







# an alternative place for birth

ued from page 1

weight and urine during prenatal and, assuming the birth and are normal, go home a few hours. They must return to the center days later for a checkup.

Meanwhile, they must arrange for a tridant to check their infants in 24 hours. Some doctors, such as Medical's Dr. John Rowse, do newborn house calls.

Everyone is eligible for the center. In over 40, those wishing to labor Caesareans, those with toxemia, or uncommon complications of pregnancy are "risky out" and sent to hospital delivery.

Ventre, nurse-midwife at the center, notes that it is traumatic to be at the hospital but the NSBC staff involved. "We have the same concern for the person and the birth experience."

In the case of multiple births, for example, the mother must deliver at the hospital but can have some prenatal care at the center to keep in touch with the midwives.

At the center, everyone wears their own clothes.

Hospitals women are often pressured to have intravenous ("In case you go wrong"), to be shaved, to wear fetal monitors and to remain in bed as labor progresses.

At the center, women are encouraged to move around, to squat, to sit wherever they are most comfortable (one of the center has the most comfortable in the world), and are even allowed to take baths after membranes rupture (a circumstance which lessens most activity in hospitals).

Women argue that obstetricians use fetal monitors, which they often malfunction or are used improperly. The midwives monitor the mother's distress with stethoscopes after labor. Women at NSBC may also deliver like during labor and delivery; they provide their own

engaging birth at NSBC may attract family and friends to go along with and even photographers. Some still disappointed that her sister was with her during her long labor at the center, was not allowed to

witness the hospital birth.

"You're very vulnerable in labor. You have to know that the people with you can be trusted," Chloe states.

Cheryl was reassured that no medications would be used. "The center eliminates the possibility for drugs. I had medication with both of my boys and the bonding was better with Hannah. We came right home. I wonder if it would feel the same if I'd had another boy. The only thing I didn't like was that the baby was mine to deal with right away, even to dress. I couldn't put her in a nursery."

"It's not socially acceptable to scream at hospitals," Cheryl continues. "But at the birth center it's ok to do anything. If you're yelling you're just warned that there's a sore throat down the line."

"A birth atmosphere should be homey," Nancy adds quietly. "You want your family with you. Bad things happen at hospitals; both my parents died at Emerson."

Some hospitals, in an attempt to provide alternatives, permit certified nurse-midwives to deliver babies on their premises. New England Memorial in Stoneham allows such a practice, and a CNM has now joined the staff of Dr. Frederick Lea at Emerson in Concord, although she has not yet been granted delivery privileges there.

All of the women had read *Immaculate Deception*, an expose of the dangers and absurdities of hospital deliveries that has become almost the Bible of the alternative birthing movement.

"Women are deceived into thinking that birth will be painless if they are prepared," Chloe notes. "Then when it hurts so much, they think something is very wrong. Besides, birth is a very intense experience. I was scared that I'd see someone I didn't know and had never seen before. In other cultures your friends stay with you. How could you go through that with people you don't know?"

A major drawback to using the NSBC for many people is sheer distance. The 100-mile round trip to Beverly from Littleton can be wearing. Then the race to the center with a laboring woman in the car can be scary.

Nancy swears her husband drove 80



Chloe Pierce with her daughter Anna (Photo by Jeanne Bracken)

mph the whole way. They were stopped by a state trooper, who didn't give them a ticket but who also refused them an escort, despite the fact that contractions were 30 seconds apart.

The Sawlows had planned to have their four-year-old son Bradford, witness the birth, but he eventually slept through the event in the center's living room.

Afterward, they were glad he hadn't been there. Nancy saw a preschool child crying to see his mother in pain. Richard now thinks that no amount of preparation would be sufficient for a child to see the birth. The group concedes that would be hard for a youngster.

Some special procedures are performed at Beverly Hospital: an example would be a non-stress test to assess the status of the fetus if the mother passes her due date. In the event of an emergency during labor or delivery, or if there is a problem with the newborn, BH is only minutes away.

The establishment of the center was a matter of the right people coming together at the right time. From its inception to the first births in December 1980, there was a period of about 1 1/2 years, much of that time consumed awaiting approval from the state Department of Public Health.

Billing is handled through the hospital; some insurance companies might otherwise balk at paying for midwife care, as they do not ordinarily cover

home births by midwives.

The cost of prenatal care and birth at the NSBC is another attractive feature. The total fee is \$800, comparing favorably to a regular hospital birth assisted by an obstetrician that can be three times as much.

Another Littleton couple, Jill and Henry Brown, chose to have their two sons at home, helped by an organization called HomeBirth, Inc., which educates women in labor and delivery techniques. They had strong negative feelings about hospitals and wanted to avoid the interference and lack of control they anticipated there.

While Jill is glad that they took that route, she would consider using a birth center, although she wouldn't use a midwife on a hospital staff. "The equipment would be right there at the ready," she thinks. "The birth center is really the answer." Her husband, Henry, however, notes that you'd still have to drive somewhere.

The Acton Area National Organization for Women (AANOW) is surveying women's feelings on birthing alternatives and other questions of feminine health. Carol Whit of Littleton is working on the project, and she is saddened by some of the stories that have been reported on the returned questionnaires. "Some are so bittersweet; their experiences are so bad they never want to have another baby. Some are scared

Continued on page 7



Birthing room at North Shore Birth Center in Beverly is designed with home in mind (Photo by Jeanne Bracken)







# Birthing center

ued from page 3  
e. They're heartbreaking to

survey has been viewed by doctors with hostility, which egrets. The intention, she is to provide in this area for n's needs and wants. (Que- dures can be obtained from W at P.O. Box 642, West 01720.)

Emerson Hospital a new center is in the planning, and once a certificate of is obtained from the state it may take until next Janu- construction could be com- in a couple of years. Of- labor and delivery rooms e located together in one g. Although births in gen- e up, Emerson anticipates a f some 150 births there this ecause women from Han- Field are now travelling to : for contracted obstetrical

ors have to be business- oo, and some see an alter- birth center as a financial . They may not see this as t time to support what they : competition.

nurse-midwives at NSBC d that the doctors at BH ot lost business because of

## Community volunteer needs

ning Horizons, Inc. (WHI), 26, a career development and volunteer clearing- provides counseling, work-

ram Assistant, Cooper- der Services, Assist frail clientele with crafts, meals and reading at Day Health Centers in r Lexington. On site train-

their center. The doctors there have been supportive and their practices are not suffering. In fact, they gain referrals from the center.

While the hospital staff and the midwives do not agree all the time on procedures, they have a good working relationship. "We're in this together," says Fran Ventre, "and their support is essential to our success." In fact, doctors at BH have liberalized some procedures because of the center. Fran tells of an instance when a woman at BH was allowed to squat rather than have an immediate Caesarean; she was able to deliver naturally.

"So it works both ways. We're learning from each other. And families are the beneficiaries."

A few hours after Anna's birth, Chloe took the newborn to visit her great-grandmother, 88, who lives in Beverly. The elderly woman had been fearful of Chloe's plans because in the days when her children were born (two at home and one in the hospital), hospital births were more desirable and safer.

"But when she saw how happy we were and how healthy Anna was, she realized it was ok," Chloe smiles. She knew it all along.

ing is provided. If you enjoy help- ing elderly people, call Katherine Meyers, 861-9276 or 284-4440.

Office Assistant, Mental Health Association of Central Middlesex, Inc., Concord. Varied duties and one-to-one training, depending on volunteer's abilities and needs of a small MHA office.

## Share Easter Joy

aster is coming—Sunday, April 11. Remember our family and friends with a special wish during the Easter season. Choose a thoughtful Hallmark card from our wide selection of Easter greetings.



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Paper Store Godard News

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## Make This Easter Meal A Real Delight

Quality products make for a quality meal.  
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Remember, we are closed all day  
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\$1.19 lb.

U.S.D.A. Choice Yield 2  
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No extra sections. Only  
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Boneless

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\$2.99 lb.

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U.S.D.A. Choice  
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U.S.D.A. Choice  
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Steak  
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Penobscott  
Roasters  
Avg. Wt. 5-7 lbs.  
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U.S.D.A. Choice  
Back  
Rump  
Roast  
\$2.40 lb.

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Steak  
or  
Sandwich Steaks  
\$2.79 lb.

U.S.D.A. Choice  
T-Bone  
Steak  
\$3.79 lb.

Chicken Breast 5/pkg.  
Grade A \$1.29 lb.  
Perdue \$1.35 lb.  
No Charge for Boning

Chicken Legs 1/4-85¢ lb.  
10/pkg.  
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Grade A Chickens  
Twin Pack 85¢ lb.  
1/4 Twin 85¢ lb.

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Twin Pack 85¢ lb.  
1/4 Twin 75¢ lb.

Fresh & Lean  
Ground Chuck \$1.59 lb.  
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Solid Cheddar \$1.95 lb.  
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Rath Bacon  
\$1.59 lb.  
Approx. 3 lb. pkg.

## A NEW TREND IN MEAT SHOPPING! "PACKAGE DEALS"

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The "TWO STEP" ordering procedure: 1. please call 24 hours ahead so we can give each order proper attention. 2. order by package number.

package #1 pounds	\$4.99	no. of pkg.	package #4 pounds	\$13.99	no. of pkg.
1 breakfast sausage	1		10 ground chuck	10	
2 bacon	2		8 split chicken breasts	2	
10 turkey	1		10 chicken legs	4	
10 ground chuck	10		10 turkey	1	
3 pot roast	1		8 cube steaks	3	
2 pork chops	1		10 pork chops	5	
2 Perdue chicken	2		4 pork chine roast	1	
32 avg. cost/lb.	\$1.45	19	2 bacon	2	
			7 breakfast sausage	1	
			8 stew beef	8	
			4 pot roast	1	
			4 oven roast	1	
			1 country style ribs	1	
			75 avg. cost/lb.	\$1.74	39
package #2 pounds	\$8.99	no. of pkg.	package #5 pounds	\$9.99	no. of pkg.
9 N.Y. sirloin	2		4 top round steak	2	
3 sirloin tips	3		3 cube steak	3	
3 ground chuck	3		8 N.Y. sirloin	1	
4 pork chops	2		4 pot roast	1	
3 split chicken breasts	2		4 oven roast	1	
4 chicken legs	2		2 bacon	2	
4 stew beef	2		7 Perdue chicken	2	
4 pot roast	1		4 stew beef	2	
4 bacon	1		10 ground chuck	10	
42 avg. cost/lb.	\$1.96	34	1 London broil	2	
			47 avg. cost/lb.	\$2.11	27
package #3 pounds	\$15.99	no. of pkg.	package #6 pounds	\$71.99	no. of pkg.
10 porter house steak	8		5 beef patties	1	
5 N.Y. strip steak	3		5 Kalamitaki franks	1	
2 tenderloin tips	2		8 N.Y. sirloin	2	
3 sirloin tips	3		8 sirloin tips	5	
4 chine pork roast	1		10 chicken legs	5	
4 country style ribs	2		8 chicken breast split	3	
5 chicken cutlets	2		3 sweet Italian sausage	3	
10 ground round	10		1 country style ribs	1	
5 boneless rump roast	1		48 avg. cost/lb.	\$1.58	24
1 short cut rump steak	2				
53 avg. cost/lb.	\$3.00	33			

Sale Dates Tuesday April 6, 1982 thru Saturday April 10, 1982











## Training babysitters

BEVERLY — A babysitter training course begins April 6 at Beverly Hospital. Boys and girls ages 11-14 are trained in child care, performance in emergency situations and development of competence and self-confidence in their role as babysitters.

Pre-registration and a fee is required for four sessions. For further information call the community relations office at the hospital.

### Real Estate

### Real Estate

#### 23 UNIT RESIDENTIAL APARTMENT BUILDING

Beverly Hospital offers for sale a 23-unit residential apartment building in Beverly. The building contains 12 two-bedroom units and 11 one-bedroom units. This attractive brick structure was constructed in 1967 and also includes a laundry facility and an adjacent tenant parking area.

All inquiries should be directed by April 15, 1982 to:

Mr. Robert R. Fanning, Jr.  
President Beverly Hospital  
Herrick Street  
Beverly, MA 01915

## Hospital building for sale

BEVERLY — Residential property owned by Beverly Hospital is for sale, according to an advertisement placed this week by Beverly Hospital President Robert R. Fanning, Jr.

The building is offered for sale as a 23-unit residential apartment building and contains 12 two-bedroom units and 11 one-bedroom units. The brick structure, built in 1967, also includes a laundry facility and an adjacent tenant parking area. The building is across Herrick Street from the hospital entrance.

Inquiries about the building should be directed to Fanning by April 15.

NEWS — THURSDAY, APRIL 8, 1982

35

REAL ESTATE  
FOR SALE

REAL ESTATE  
FOR SALE

#### 23 UNIT RESIDENTIAL APARTMENT BUILDING

Beverly Hospital offers for sale a 23-unit residential apartment building in Beverly. The building contains 12 two-bedroom units and 11 one-bedroom units. This attractive brick structure was constructed in 1967 and also includes a laundry facility and an adjacent tenant parking area.

All inquiries should be directed by  
April 15, 1982 to:

Mr. Robert R. Fanning, Jr.  
President,  
Beverly Hospital  
Herrick Street  
Beverly, MA 01915



# beverly

## John Good selected as

By **MARSHA HOWLAND**  
News Staff

**BEVERLY** — John L. "Jack" Good III, director of community relations and development at Beverly Hospital and about 100 other things in the city, will emerge from his dinner April 25 just slightly roasted.

Mostly, he will be honored as the Beverly B'nai B'rith's 1981 Man of the Year, an award that recognizes the 38-year-old Essex resident's many contributions to the Beverly community.

Good will receive the award at festivities Sunday, April 25, at Temple B'nai Abraham on Lothrop Street. A highlight of the evening will be comments by five presenters — all close to Good and community leaders in their own right — who are expected to include a little genial roasting in their speeches honoring him for his many good works.

The presenters are Peter Hersee, president of the Beverly Savings Bank and the North Shore Chamber of Commerce; David Anderson, executive director of the Beverly Regional YMCA; Kenneth Colby, vice president for finance at Gordon College; Robert Fanning, president of Beverly Hospital; and the Rev. Merle Pimentel, pastor of the Immanuel Baptist Church in Ipswich.

Good himself has served as president of the North Shore Chamber. He is a graduate of Gordon College, which he later served in many capacities, including director of alumni affairs



**JOHN GOOD**

and assistant to the vice president for institutional advance.

At his church, Good, who holds a master's degree in religious education from Gordon Conwell Theological Seminary, has been a member of the Christian Education Committee and now is a member of the board of deacons and co-moderator of the church.

Listing all his other activities, from answering the alarm as a volunteer fireman in Essex to serving on the Mayor's Committee for Business Development, is virtually impossible.

While his community service is helpful in his work at Beverly Hospital, it is especially important to him from the point of view of a certain "philosophy of life."

"I look at myself as somewhat of a role model," said Good. "Not as one who has all the answers, but as one who is working toward an appropriate way to put an order to life, an order to day-to-day activities."

He will accept the prestigious award in the

## Hospital Aid sponsors 'MASH' Monte Carlo

**BEVERLY** — The second annual "MASH" Monte Carlo Night will be held Friday, April 23, at the Shore Country Day School to benefit the Beverly Hospital Aid Association's \$75,000 pledge to the Beverly Hospital Building Fund.

Co-sponsoring the event are the physicians at Beverly Hospital, who have collectively pledged more than \$300,000 to the building fund. The nursing staff, physicians, and Beverly Hospital Aid Association will emulate the popular television show "MASH" in decorations and theme. Games will be supplied by Party Line Consultants of Peabody; with cash prizes awarded. In addition more than 25 dining certificates to regional restaurants will be awarded, as well as gift certificates from Star Market, and other surprises. Admission is \$5, which includes games

and refreshments. A Cash bar is available.

The Planning Committee includes; Rae W. Scott (Hamilton), Aid President; Betty Murphy and Sandy Singer (Beverly), co-chairmen; Colleen Kemp (Beverly Farms) decorations; Sandy Singer (Beverly) food. Area chairmen include Susan Herseed (Beverly), Fran Winslow (Beverly Cove), Gerda Berry (Ryal Side); Diana Savoie (Centerville), Judy Norwood (North Beverly), Maggie Birkemose (Hamilton), Barbara Pauley (Wenham), Betsy Fawcett (Essex-Ipswich), Debby Miller (Manchester).

Henry J. Ramini, Alan L. Anselo, head the Physicians' Committee.

Maureen Hardy, associate director of nursing, is co-ordinating the nurses' participation.



# Monte Carlo Night to benefit hospital

BEVERLY — The Second Annual "M.A.S.H." Monte Carlo Night will be held on Friday, April 23 at the Shore Country Day School to benefit the

Beverly Hospital Aid Association's \$75,000 pledge to the Beverly Hospital Building Fund.

Co-sponsoring the event are the physicians at Beverly Hospital who have pledged more than \$300,000 to the building fund. Representatives of the nursing staff, the physicians and the Aid Association will emulate characters from the popular television show "M.A.S.H." In addition to cash prizes, more than 25 dining certificates to regional restaurants will be awarded as well as gift certificates at Star Market. Monte Carlo admission is \$5 and the public is invited.

The Monte Carlo committee includes Rae W. Scott of Hamilton, Aid president; Betty Murphy and Sandy Singer, both of Beverly, co-chairmen; Colleen Kemp of Beverly, decorations; Sandy Singer, food; and area chairmen Susan Hersee (Beverly); Fran Winslow (Beverly Cove); Gerda Berry (Ryal Side); Diana Savoie (Centerville); Judy Norwood (North Beverly); Maggie Birkemose (Hamilton); Barbara Pauley (Wenham); Betsy Fawcett (Essex-Ipswich); and Debby Miller (Manchester).

Henry J. Ramini and Alan L. Ansello head the physicians' committee while Maureen Hardy, associate director of nursing, is coordinating the nurses' participation.

Some doctors at Beverly Hospital got huffy when this column mentioned some weeks ago that a computerized tomographic scanner (CT), the so-called "cat" scanner was a mighty fancy gadget just to scan cats.

No sense of humor, obviously.

Now the CT scanner is on board and doing its thing.

In the first few days of operation, no less than 26 scans of human heads were done. The scanner allows doctors to see a picture of brain tissue created by the computer's "imaging" technique as it "scans" the brain. The procedure, doctors say, uses less radiation than a standard series of skull X-ray films.

Dr. William Otto Jr., Beverly's chief of radiology, described the scanner as a "quantum leap" in patient care services.

"Our present practice is to refer seriously ill patients and multiple trauma victims to another hospital for brain scans, often in a life threatening situation. We can now provide this service here. Travel time and patient safety factors will no longer be cause for concern."

Not only that, the doctor says the scanner can evaluate many neurological symptoms. And in the case of stroke patients, the scanner will provide increased ability for early diagnosis and evaluation of treatment and progress.

Bob Fanning, the hospital president, has been shepherding the paper work through the state labyrinth of a Determination of Need starting in January of 1981. The tab for the machine and required construction for installation totaled \$180,000. Approval was given on the basis of 3,000 scans annually.

Fanning points out that the Beverly Hospital and Cable Emergency Service in Ipswich operate emergency rooms with combined visits of about 40,000 per year.

That's a bunch of emergency care.

Some hospital functions can be consolidated and they have been. But the CT scanner appears to be one of those emergency machines where if you need one, you really need one, and now.

\*\*\*

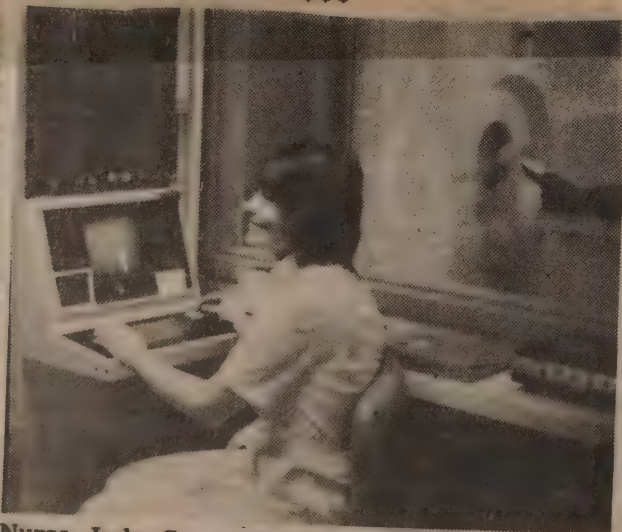
## Beverly Hospital adds 2 surgeons

ESSEX — An oral surgeon and an orthopedic surgeon have recently been appointed to the Beverly Hospital Medical Staff by the Board of Trustees.

Ralph H. Yarn, D.D.S., is a dental surgeon and has been extended privileges in oral and maxillofacial surgery. He is a graduate of the University of Massachusetts and Georgetown University School of Dentistry, and is currently completing residency at the University of Florida in Jacksonville. Dr. Yarn, an Essex native, the son of Ralph and Dorothy Yarn of Hobbs Court, will practice at North Shore Medical Park in Peabody.

Douglas O. Halsted, M.D., was appointed to the associate staff with privileges in orthopedic and hand surgery. A graduate of Dartmouth College and Columbia College of Physicians and Surgeons, he completed a general surgical internship at the Mayo Clinic in Minnesota, and residency at Maine Medical Center.

Dr. Halsted has served a combined Harvard orthopedic residency at Massachusetts General Hospital, Peter Bent Brigham and Children's Medical Center. He was awarded a hand surgery fellowship at the University of Louisville School of Medicine and the International Orthopedic Traumatology Fellowship. He will maintain his office in Swampscott.



Nurse Judy Connors operates computer console with CT in background

Gloucester Times - April 20, 1982



# Haverhill Independent

Tel. 374-7483 or 373-4651

Published by Exeter News-Letter Co., Exeter, N.H.

Vol. 11, No. 15

April 21, 1982

## Shanahan Ambulance Service

# Emergency care on wheels

by Diane Sousa

When an ambulance speeds by with lights flashing and siren wailing, there is a comforting thought for both the onlookers and the patient inside. All ambulances in Massachusetts today are staffed by trained Emergency Medical Technicians (EMT).

An EMT is a professional trained in treating emergency patients. The job requires a fast reaction time and the ability to focus on treating the situation at hand. Add on to that the element of surprise, and one gets a clearer picture of the responsibilities resting on the shoulders of an EMT.

Jan Carboneau is an EMTA for Shanahan Ambulance Service. She is one of 3 women and 17 men who comprise the part and full-time crews at Shanahan's and who are available 24 hours a day for





## Recognition

To the Editor:

I would like to take this opportunity, during National Volunteer Week (April 18-24), to recognize all Beverly Hospital Volunteers for their time and effort in service to the hospital and our patients.

The numerous hours and special talents that our volunteers give to so many departments and services are an invaluable gift to the hospital.

Their time means that many extra tasks are performed for the comfort of patients and assistance of staff.

Hospital management considers our volunteers a very special group that we could not do without. I would like to extend my personal gratitude to each of them.

ROBERT R. FANNING JR.  
President  
Beverly Hospital

## Heart program set for hospital

BEVERLY — A public program entitled "Exercise for a Healthy Heart" will be held at the Beverly Hospital on Thursday, April 29, at 7:30 p.m.

The presentation will be given by John Prochilo, M.S., Exercise Physiologist. Prochilo operates the Bioenergetics Laboratory recently established at the Hospital for diagnosis and rehabilitation of cardiopulmonary risk factors.

The program is intended for those with existing heart or lung problems as well as the healthy individual interested in primary prevention through fitness. The goal is to promote better

patient management of cardiopulmonary disease, obesity and to assist in identifying and modifying cardiopulmonary risk factors.

Discussion will include the relationship of activity habits to coronary heart disease, risk factor analysis, exercise as a "stressor," strength and cardiovascular training and exercise prescriptions through the use of exercise testing.

Preregistration of "Exercise for a Healthy Heart" is requested. Those interested in attending may call the Hospital's Community Relations Department at 922-3000, ext. 222. The program is free.



Jack Good photo

The Beverly Hospital Aid Association and physicians of Beverly Hospital are sponsoring "Mash goes Monte Carlo" for the benefit of the hospital building fund tomorrow evening at Shore Country Day School. Planners include from left, Mary Palmer, director of nurses; Rae Scott, aid president; Dr. Alan Ansello, Dr. Henry Ramini. The event starting at 8 p.m. is open to the public. Tickets will be available at the door.

## Restaurant patrons save woman's life

ESSEX — A 52-year-old Beverly woman owes her life to two strangers who knew cardiopulmonary resuscitation (CPR) and administered it to her when she collapsed Sunday night outside Lewis Restaurant.

Lillian Collins and her husband of 5 Magnolia St. had just entered the restaurant when she did not feel well. She went outside and collapsed in the parking lot, according to witnesses. Firefighter John Good said two persons at the restaurant, identified only as Laurie Lavoie and her husband, immediately began CPR on the woman and continued until the ambulance arrived minutes later. Good said he and firefighters George Enos and Raymond Maxfield continued the CPR in the ambulance, and kept working on her even after the ambulance arrived at the Cable Emergency Center in Ipswich. The emergency crew there had been alerted of the situation and was ready to continue the procedure once the patient arrived. She had suffered cardiac arrest.

Mrs. Collins regained consciousness and was later transferred to Beverly Hospital where she was reported to be in serious condition in the cardiac care unit last night.

Good, an instructor of CPR said the quick work of the unidentified restaurant patrons probably saved her life. He said it once again emphasizes the importance of people being trained in this life-saving technique.



426.82

Bonnie Sherkrot, temple co-

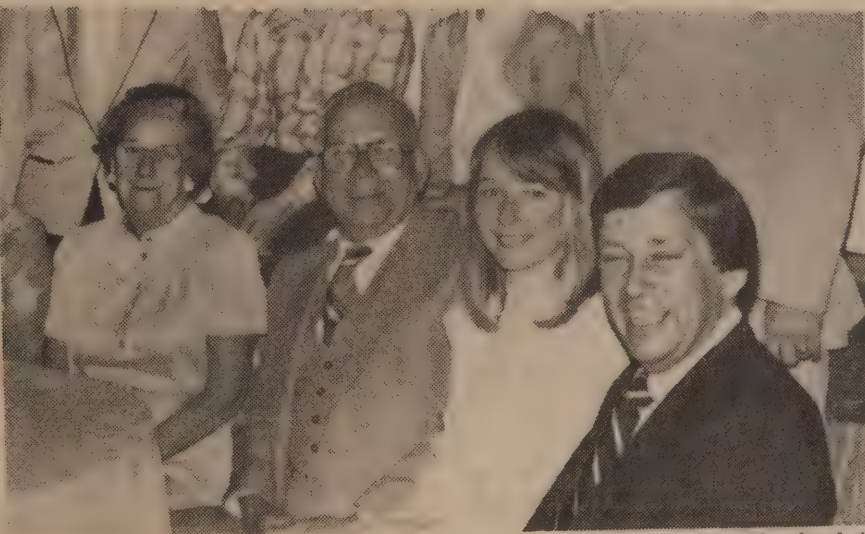


"Jack Good was so excited when he was born, he didn't even speak

**Good, page A-3**

NE int 4.26.8.

Yarn will practice at North Shore Medical Park, Peabody.



**Dan Murphy photo**



# Zinn to speak on health

TOPSFIELD — Dr. Kenneth Zinn will discuss "Your Medical Checkup and Health Maintenance," at Little Brook Village on Thursday, May 13 from 11 a.m. to noon.

Zinn will discuss the importance of a regular medical checkup, the common problems a doctor looks for, and the screening process for certain medical disorders. He will also explain using medications correctly, proper diet and exercise, and why it is necessary to get regular testing for hypertension.

Zinn is a board certified internist with a practice in Topsfield and in Ipswich. A graduate of Boston University Medical School, Zinn is a member of the American College of Physicians and the Massachusetts Medical Society. He is on the staff of both Hunt and

Beverly hospitals.

The lecture is free and open to the public. It will follow the general health clinic, which runs from 9 to 11 a.m. Appointments are necessary for the general health clinics and can be made by calling the Visiting Nurse Association of North Shore. Walk-ins will be accepted.

The educational program is a forerunner for a special town-wide hypertension screening clinic, to be held on Saturday, May 15 from 10 a.m. to 2 p.m. at the Proctor School for adults from both Topsfield and Boxford.

The hypertension screening clinic is supported by the Topsfield-Boxford Community Club Inc., the Topsfield Council on Aging, the Topsfield and Boxford boards of health.

## Is There a Doctor In the School?

CRICKET  
4.30.82

The answer is yes. This Thursday, May 6, in Room 23 of Memorial School, when Dr. Gregory Bazylewicz will show and tell kindergarten through grade three students what a doctor is thinking and doing while you are wondering when the shot is coming and how much it is going to hurt.

There won't be any demonstration of shots at this Special Interest Afternoon, but there will be the opportunity to learn what heartbeats sound like through a stethoscope, and what doctors are looking out for when they peer into eyes, ears and throats.

Students planning to come should remember to sign up at the desk outside the front office for the program which begins at 2:50 and ends at 4:00 p.m. Kindergarten and grade one students should come to Room 23 after dismissal for an activity until

"What Doctors Do" begins. A snack may be brought to have before the program.

## CAMPBELL FUNERAL HOME

Frank T. Campbell

525 CABOT STREET — BEVERLY — Telephone 922-1113

### Legal Notice

FILED

4/30/82

### LEGAL NOTICE PUBLIC ANNOUNCEMENT CONCERNING BEVERLY HOSPITAL

Beverly Hospital Corporation, Herrick Street, Beverly, Massachusetts 01915 intends to file an application with the Massachusetts Department of Public Health on May 3, 1982 for a Determination of Need to lease or purchase and install a private interconnect telecommunication system. The estimated capital cost associated with this project is \$539,030.

A public hearing shall be ordered on the application at the request of any ten taxpayers of the Commonwealth made in writing not later than May 23, 1982 to the Massachusetts Department of Public Health, Attention: Determination of Need Program, Room 1230, 80 Boylston Street, Boston, Massachusetts 02116. The application may be inspected at such address and also at the North Shore Health Planning Council, 29 Lowell Street, Peabody, Massachusetts 01960. Comments on the application may be made to the above address.  
(4/28/82)



# Letters to the Editor

## Thanks for all the help

### To the Editor:

We are very grateful to many people who worked so hard on "MASH" Goes Monte Carlo, co-sponsored by the Beverly Hospital Aid Association and hospital physicians last Friday evening.

Persons who especially come to mind are bankers Charles Chadder, Peter Hersee and Mike Lawler; doctors Ramini, Ansello, Carbone; hospital employees Rose Foss, Jack Good, Grace Kushmarek, Tina Ketchopulos, Mary Palmer, Maureen Hardy, Betsy Wood and a wide assortment of doctors, nurses and berthing center employees.

We are very grateful to Steve Bean, manager, Star Market and the following restaurants whose gift certificates were enthusiastically received: Beverly Depot, Commodore, Bogart's, Mariner, Russo's, Wine Cellar, Capri, J.P.'s Harbour Side, Rosalie's, Millstone, Rhumb Line, Raven, Tom Shea's, Beef & Oyster House, Stromberg's, 300 Derby St., Brandy's, Chase House, Weylus, Chuck's Steak House, Danversport Yacht Club, King's Grant Inn, Jim-

my's Allenburst, Surf, Weather-vane Tavern and Radisson Ferncroft.

And, of course, a special note of appreciation to all the members of the Hospital Aid Board and their families who worked so long and willingly on this evening in order to provide a better hospital for all members of the North Shore community.

Rae W. Scott  
Betty Murphy  
Sandy Singer

Beverly Hospital Aid Association

contacted you are concerned fans of Mr. Gellers unique programming, I am writing as an outraged public official.

I believe your agency has exhibited a callous approach to this matter. Why can not someone from your office (regional or otherwise) come forward and speak to this case in particular and the process of license challenges in general? Why can not Mr. Geller (at least) be informed as to the reasons for your calling into question his license?

Why do you continue to sit back and allow the charges of political interference go unanswered? My own political career has been built on openness and responsiveness to the people that I serve. This should be the goal of all public officials, elected and appointed.

Please, Mr. Fowler, remove the cloud that shrouds this case and give Mr. Geller and his legion of fans an opportunity to respond. Thank you very much for your consideration and prompt reply.

Forrester A. "Tim" Clark, Jr.  
Representative  
4th Essex District

## What reasons?

### To the Editor:

Mr. Mark Fowler, Chairman  
Federal Communications  
Commission

Dear Chairman Fowler:

I am writing to add my name to the many who have already contacted you regarding the FCC's treatment of one Simon Geller, the current holder of an FCC license to operate WVCA-FM in Gloucester, Mass. While the others who have

## National Hospital Week to be observed

BEVERLY — A seminar, an open house and a birthday party for a special group of five-year-olds will be offered next week as part of Beverly Hospital's observance of National Hospital Week, May 9-

15. The first event will be an open house in the departments of radiology and respiratory/pulmonary care Tuesday from 7 to 9 p.m.

The seventh annual

arthritis seminar will be held Thursday, May 13, at 7:30 p.m. in the hospital lecture hall, with guest speaker, Dr. Matthew Heller, a rheumatologist, being joined by an orthopedic surgeon, physical and

occupational therapist.

The birthday party for all children born at the hospital in 1977 will be held Saturday, May 15, from 1 to 3 p.m. on the lawn opposite the emergency room (rain date is May 22).



IPS. CHRONICLE 5.6.82



**LOCAL LABORATORY:** Jeanne Parker, laboratory supervisor at the lab for Cable Emergency Service.

# Activities planned for Hospital Week

TIMES 5.7.82

**BEVERLY** — National Hospital Week will be celebrated by the Beverly Hospital May 9-15 with several programs of general public interest.

An open house in the Departments of Radiology and Respiratory/Pulmonary Care will be held on Tuesday, May 11, from 7-9 p.m. Tours and demonstrations will include new CT scanner, ultrasound unit, nuclear medicine gamma camera and Exercise Physiology Laboratory. The program is free of charge and refreshments will be served.

On Thursday, May 13, the Seventh Annual Arthritis Seminar will be held in the Hospital Lecture Hall at 7:30 p.m. Guest speaker Doctor Matthew Heller, rheumatologist will be joined by an orthopedic surgeon, physical and occupational therapist. Discussion will include new developments in the diagnosis and treatment of arthritis. There is no cost for the seminars.

Children born at the Hospital in 1977, now 5 years old, are invited to the annual birthday party on Saturday, May 15 from 1-3 p.m. The party includes a magician, clown, rides, games, prizes, cake and ice

cream. The program is held outside on the lawn opposite the emergency room, with a rain date of May 22.

National Hospital Week is sponsored each year by the American Hospital Association and its 6,000 member hospitals to foster better communications and understanding between hospitals and their patients, employees and the communities they serve.

## Hospital wins recognition certificate

**BEVERLY** — Beverly Hospital has been presented with the American Hospital Association's Certificate of Recognition acknowledging its efforts to more effectively monitor costs and productivity. Through a cooperative information program, the hospital is able to compare costs and productivity both internally and with other facilities of comparable bed size.

THE SALEM, MASS., EVENING NEWS — MONDAY,

## For patients and family

# Series scheduled on cancer

**BEVERLY** — Beverly Hospital will offer a four-part lecture series for cancer patients and their families, beginning Tuesday, May 18.

The first session of "Coping with Serious Illness" will address the question, "Why Chemotherapy?" Tuesday, May 18, at 7 p.m. Dr. Donna Barnard, oncologist, and Renee Burke, R.N., will participate. Topics will include what chemotherapy means, how it can help and why it causes nausea.

Relaxation techniques for management of pain and anxiety will be the topics Tuesday, May 25, at 6:30 p.m. Occupational therapists Karen

Wigsten and Chris Bowen will discuss progressive muscle relaxation, deep breathing techniques and use of imagery.

Session III, Wednesday, June 2, at 6:30 p.m. will deal with "Staying Well When You're Feeling Lousy," presented by Patricia Brewster, hospice/oncology coordinator, and Joel Weigel, dietician. Topics include taking better care of the body, sex, nutrition and exercise.

"Cancer: My Fears, My Family," will be presented Wednesday, June 9, at 6:30 p.m., led by Michele Fournier, social worker. A family will share their concerns of coping with

cancer and its treatment. A discussion period will follow.

All sessions will be held in the hospital's outpatient reception area. The lectures are free of charge but registration is limited. Contact the oncology clinic or community relations office at the hospital to register.

**LOOKING FOR A  
CAR?  
SHOP  
CLASSIFIED**

THE SALEM EVENING NEWS



## Speech and hearing tests offered

NEW 5.12.82  
BEVERLY — The Beverly Hospital Center for Communication Disorders will offer speech, language, and hearing screenings for pre-kindergarten children on May 13 and May 14 from 9 a.m. to 3 p.m. Testing will be free of charge and open to all children from Beverly and surrounding communities who will be entering kindergarten in September.

An audiologist will test hearing by air and bone conduction. A speech-language pathologist will screen articulation (speech sound skills), ability to use and understand language, fluency, and voice characteristics.

Each child will be individually tested, and written results will be provided to parents. Those attending should register at the Outpatient Admitting Desk.

## Plans for Cable Hospital to be refilled

71128 5.12.82  
IPSWICH — Beverly Hospital administrators expect to file a new application for an elderly housing project at the former Cable Memorial Hospital by mid-June. The hospital will apply for the same program through the U.S. Department of Housing and Urban Development it applied for a year ago. That application was disqualified because it did not adhere to HUD's limit on the number of units allowed communities outside the Boston metropolitan area.

Beverly Hospital, which has owned Cable since 1979, applied last year for 78 units of housing, 28 more than allowed. Some of those units would have been in a new building to be constructed to the rear of the existing hospital. It planned to continue to operate the emergency center out of the first floor.

# Ambulances operating from hospital

By BILL BLANNING  
Times Staff Reporter

5.12.82  
BEVERLY — O'Brien Ambulance, which moved out its Beverly headquarters on Rantoul Street six weeks ago, now operates some of its ambulances from Beverly Hospital.

According to company president Kevin O'Brien, the hospital site at 97 Herrick St., next to the former school of nursing residence, will serve as a base from which O'Brien ambulances will serve the city.

There was some question when O'Brien moved his headquarters and dispatching center to Peabody about the kind of ambulance coverage Beverly would get.

The Board of Alderman and O'Brien three months ago drew up a contract which would have paid O'Brien \$14,000 for guaranteed ambulance coverage in the city, but O'Brien never signed the agreement because he could not find garage facilities here.

The contract stipulated that the company garage two ambulances within the city. Even though O'Brien now has his Beverly base and is responding to Beverly

calls, he is holding off on signing the contract.

Some of the contract language, specifically dates, must be changed before any agreement is reached, O'Brien said. The original contract called for 16 months of service, starting last February and ending in June, 1983.

O'Brien's lease with the hospital is good until the end of the current calendar year. No more than two ambulances may be parked at the site, according to Jack Good, the hospital's director of community relations.

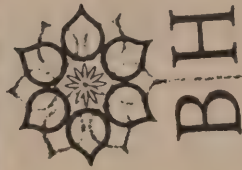
Good also said O'Brien is not paying rent for the space, but must maintain the property.

"We wanted to answer the need for their housing to insure that the city was not without an ambulance," Good said.

"It's a perfect location," said O'Brien. "I can't think of a better location in the city." He added that even though the company's dispatching center is in Peabody, Beverly residents still dial a Beverly number for ambulance service.

He also said there has been no change in the company's coverage of the city.





# NATIONAL HOSPITAL WEEK 1982

The BEVERLY HOSPITAL wishes to extend special thanks to those employees who have worked 25 years and more in dedicated service to our patients and the community. These individuals have earned our pride and respect:

42 years	William Blanchard
39 years	Frances Staples
36 years	Edward Trainor
34 years	Karl Johnson
33 years	Priscilla Bagnell
32 years	Elizabeth Dooling
31 years	Joan Brown
30 years	Nancy Cantley
	Ruth Coonrod
29 years	Sadie Deleskey
	Virginia Doane
	Michael Hurley
28 years	Muriel Anderson
	Ila Phelan
	Mary Ward
27 years	Joseph Belanger
26 years	Shirley Conner
	Mary Eisenhauer
	Mary Palmer
25 years	Jean Birarelli
	Joan Diebner
	Dorothy Henry
	Dora Osvey

TIMES 5-13-82

## Health facilities dump foam pads

By BILL BLANNING  
Times Staff Reporter

BEVERLY — Hospital and nursing home administrators in the area are throwing out their polyurethane foam-type mattresses, used to prevent bed sores, after findings by the Boston fire Department that the mattresses give off toxic gases when burned.

Beverly Hospital never had anything to worry about, according to hospital spokeswoman Grayce Kushmerek. The hospital has been using a special kind of mattress made by the Gardner mattress company in Salem and has not used the polyurethane mattresses in years, she said.

Beverly Hospital's mattresses pass rigid fire standards, she said.

Beverly Fire Prevention Officer Richard Jutras said the department would be looking into the Boston Fire Department's findings before making any recommendations or banning the use of the mattresses outright.

Beverly Nursing Home on 40 Heather St. has removed some of their foam mattresses, said the home's administrator, James Smith.

Foam pads used on beds have been thrown out, but they are still used for about nine wheelchair-bound residents, he said. He said the "egg crate" type pads "really

Pads, page A-9

## Health facilities

mattresses but has removed them, according to administrator Steven Row.

Row said Twin Oaks lost \$150 by throwing out the mattresses. Like some other administrators he said the pads had been used.

Thomas Hospital in Peabody and Salem Hospital have both removed the mattresses.



# Herpes

## *Virus puts a restraining order*

By CRAIG D. ROSE

**"T**here was a time when I was really aggressive," the young Harvard law student reminisced.

"After one or two dates, I would want to go home with her. But I'm not that way anymore. It's too tacky to ask about 'it' on the first or second date.

"But later, you try to get the conversation around to it," said Alan (not his real name).

"Like I was out with this woman, and we'd had a lot to drink and it was getting late, so I said, 'Hey, did you see the CBS report?'"

He had the presence of mind to ask after drinking a lot?

"I could have had a whole bottle of bourbon and I'd still ask. This stuff lodges in your spine.

"I have a theory: If they turn you down once, it's because of scruples. But if they turn you down twice, it's herpes."

Herpes. It's the virus that's become a psychological restraining order on the sexual revolution. What parents, teachers and preachers could not accomplish is being effected by Herpes Simplex Virus Type 2, a rapidly spreading sexually-transmissible disease that has become the talk of public health hotlines, spawned victim support groups, and created the market for a herpes-sufferers dating service.

"We get a tremendous number of phone calls after media events," said Katherine Suleski, epidemiologist at the Venereal Disease (V.D.) Clinic at Lynn Hospital.

"We spend more time on the phone explaining this to worried patients than anything else these days," said Dr. Nicholas Fiumara, director of com-

municable and venereal diseases for the state Public Health Department.

**I**t is estimated that somewhere between 5 million and 20 million people suffer from herpes II, one of a family of viral infections that appear in several forms.

Similar to its close cousin, herpes I, which causes the cold sores or lesions many people get around their mouths, herpes II causes painful lesions below the waistline, usually in the area of the genitals or anus. The initial outbreak can last as long as six weeks and is sometimes accompanied by high fever and other flu-like symptoms.

The waist-line boundary between herpes I and herpes II can be breached. With physical contact, the cold-sore variety can become the genital variety.

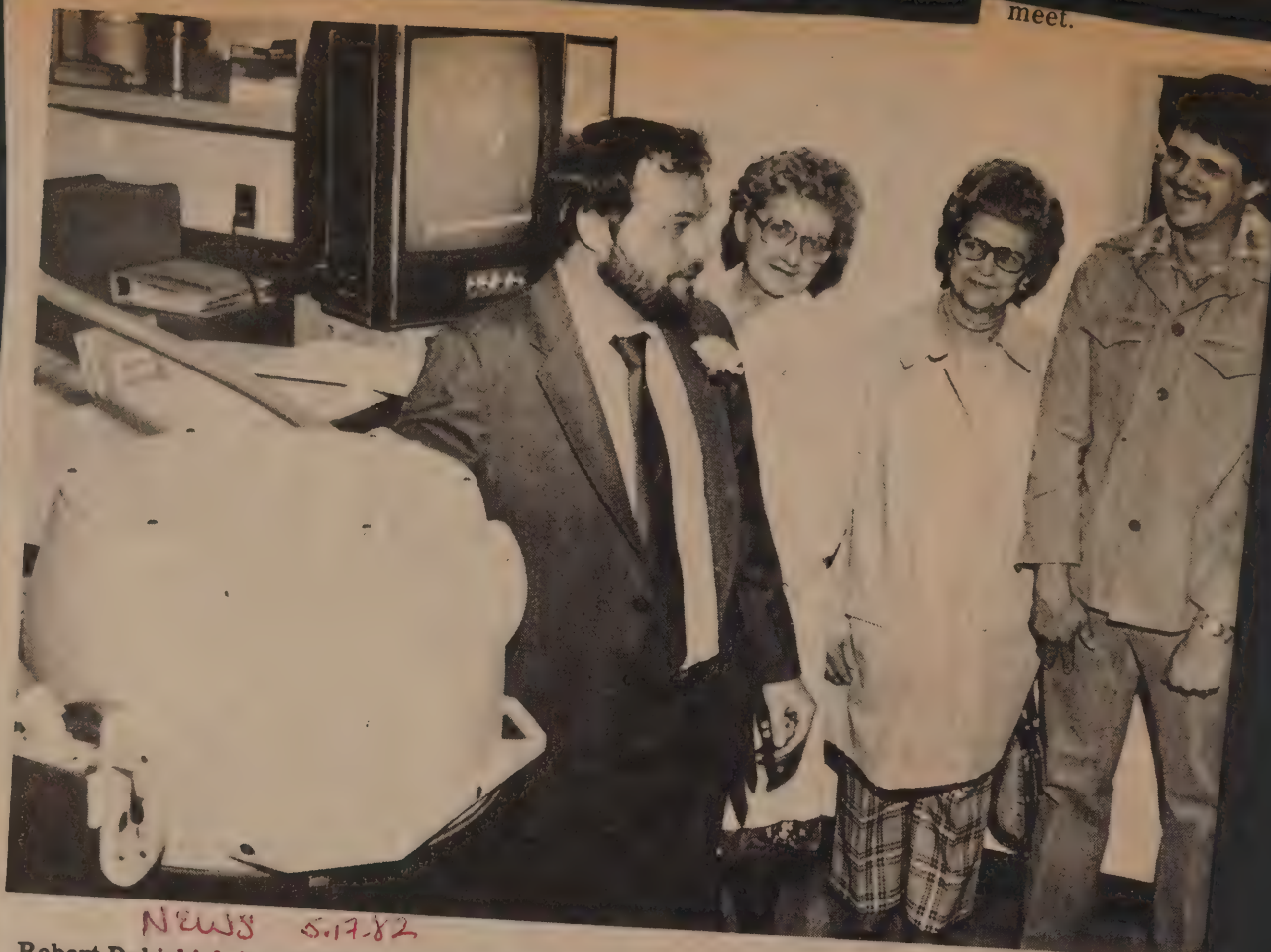
Here on the North Shore, public health clinics report a doubling in the incidence of herpes over the last 10 years. Statewide, according to Dr. Fiumara, of the 60,000 patients seen in V.D. clinics in the last fiscal year, three percent were diagnosed as having herpes. That was the same percentage as in fiscal year 1981, and a slight increase over 1980, when 2.6 percent of the patients visiting the clinics received a herpes diagnosis.

For those who develop the primary infection, there is no cure, although professionals are enthusiastic about a recently marketed ointment called Acyclovir, which is said to alleviate symptoms of a first attack.

During latent periods, the infection retreats along nerve pathways to the sacral ganglion in the lower back near the spine. There it lodges and waits to be triggered, by stress usually, into another active infection. Although re-



meet.



NEWS 5.17.82

Robert Dubicki, left, administrative director of the Radiology Department at Beverly Hospital explains the gamma camera and computer system as part of the hospital's observance of

National Hospital Week. Observing Palmer, R.N., Mary Townsend, W Lowe, R.N.



5.18.82

The Salem News/Dave Matt

Children born at Beverly Hospital in 1977 were treated to a birthday party recently as part of National Hospital Week. Clown Tom Jules of Lynn has the interest of some youngsters, from the left, Kristine Petersen of Marblehead, Andrea Sardelli and Kelly Bartlett of Beverly.



# Daycare not a priority among local firms

By LINDA CORMAN  
Times Staff Reporter

(First in a series)

BEVERLY — North Shore employees may have to storm their managers' offices with their children in their arms before their employers set up on-site day care centers.

Beverly Hospital has set up an on-site day care center for its employees, but local companies are not rushing to follow.

Most are waiting for their employees to demonstrate a need and lobby for the benefit.

Employers now believe day care is not a major concern among their employees. Some say there aren't enough women in their labor force, some say their labor force is too old, others say their employees are managing just fine without them.

Only one of Varian's 500 employees has asked the company to consider setting up a day care center, according to Michael Gates, the company's manager of personnel.

Although only one employee raised the issue, Gates and the company's general manager mulled it over. They discarded the idea of setting up a center primarily because they foresaw little demand, Gates said.

"We have a relatively mature labor force," he said. The average age of the company's employees is 42, he said.

Asked if he thought it was industry's responsibility to provide day care for its employees, Gates said, "Industry's role is to provide benefits that affect the largest proportion of its employees. We don't see (day care) as being a strong benefit affecting a large number of employees. It's an excellent benefit for a small number."

As Varian hires hundreds of new employees in the next year, the company may "re-examine" its position on day care, Gates said.

BayBank and Trust has also considered, but rejected setting up an on-site day care center because of insufficient demand, said Richard Southwick, bank president.

Southwick has estimated, through an informal survey, that only 20 employees would make use of a day care center. Of the 200 employees surveyed, he estimated at least 20 employees have to use a center for it to be a worthwhile bank project.

Southwick said he didn't think an on-site day care center would produce any savings for the bank but it would produce some benefits.

"Employee morale would improve and (it would help) the quality of the workers," he said. "We lose talent for various reasons because of having children."

Although a recent survey revealed about 80 (4 percent) of the hospital's 1,800 employees would take advantage of on-site day care, the hospital concluded that was not enough, said a hospital spokesman.

"It would be less (than 80) if you talk about those that use (day care center) during the day," the spokesman said.

Setting up a day care center according to state requirements for an existing building needing renovation would cost \$100,000, the spokesman estimated.

"At this time, it's not feasible," the spokesman said.

A glance over his labor force is enough to convince Richard Southwick, manager of personnel administration at USM Corp., that there is no need for an on-site day care for his company's employees either.

Daycare,

## Hospital tak

By VIRGINIA LOWRY  
Times Staff Reporter

BEVERLY — Six toddlers, clad in overalls topped by yellow plastic aprons, splashed in a shallow, water-filled table, helping dolls "swim," spinning a floating top or pouring water from a plastic bucket into a pitcher.

A tow-haired boy about two feet tall squirted water through tiny holes at the end of a rubber tube, narrowly missing Carolyn Winkler, director of the Beverly Hospital Child Care Center.

"Anything that's messy, we keep in that room," Ms. Winkler said, pointing to the freshly painted stone floor of the water-splashed room.

Around the corner, four other toddlers carefully glued individual pieces of popcorn onto colored paper to create take-home works of art.

Only in the nursery was the sound of discordance evident. Infant Diane Sciascia began crying and would not be comforted until "care giver" Fay Noonan put her into a stroller and began pushing her back and forth. In

NS WEEKLIES SEC. 3  
5.19.82

## Program promotes emergency services

The Department of Public Health/Office of Emergency Medical Services (OEMS), in cooperation with the North Shore Hospital Council, will sponsor a Public Awareness Day on Saturday, June 5, throughout the North Shore.

The free program, entitled "Citizens Alert/Emergency Medical Services Teach-In," will provide an opportunity to learn the life-saving Heimlich Maneuver and see demonstrations of cardiopulmonary resuscitation (CPR).

Ten hospitals in the North Shore will host the special programs. North Shore residents may attend the sessions without advance registration. Programs will be held from 10 a.m. to 1 p.m. at the following hospitals:

Addison Gilbert, Gloucester; Beverly Hospital, Beverly; Hunt Memorial Hospital, Danvers; J.B. Thomas Hospital, Peabody; Lawrence Memorial Hospital, Medford; Lynn Hospital, Lynn; Malden Hospital, Malden; Melrose-Wakefield Hospital, Melrose; Salem Hospital, Salem; and Whidden Memorial Hospital, Everett.

The program is planned to be of interest to parents of young children, senior citizens.







# Teamsters try again to organize hospital

BEVERLY — Although soundly rebuffed little more than three years ago, Teamsters Local 42 is again trying to organize workers at Beverly Hospital.

John L. Good III, director of community relations and development at the hospital,

said the hospital has received unofficial notification that the Teamsters want to represent hospital employees in two bargaining units. "Although the hospital has not been officially notified, we expect to attend a hearing at the National Labor Relations Board in about two

weeks," Good said.

The Teamsters lost an affiliation election at the hospital in February, 1979. At that time office and clerical workers voted 41-6 against the union while members of the service and maintenance unit turned down the union by a vote of 290-78.

## Hospital workshop on care of terminally ill

BEVERLY — Progress in care of the terminally ill will be addressed in a workshop to be held at the Beverly Hospital on Tuesday, June 1, from 8 a.m. to 4 p.m.

The program will provide information and experience in the application of hospice principles in care of the dying patient. Specific discussion will include hospice care principles, pain management, physical comfort, psychosocial assessment tools and emotional aspects of care.

Speakers are Patricia Brewster, R.N., M.A., Hospice/Oncology Coordinator, Beverly Hospital; Caroline J. Dorr, R.N., M.S.N., Lecturer at Boston University; Caroline Jo Dorr, R.N., M.S.N.,

Lecturer at Boston University; Joan Tobin, R.N., M.S., Care Coordinator, Mass. State Hospital; Barbara R.N., Oncology Nurse, Beth Israel Hospital; Connie Dooling, R.N., Lecturer at Boston University; and Connie Dooling, R.N., Lecturer at Boston University.

Nurses, hospice volunteers, professional health care personnel and other interested persons will attend the workshop. The workshop will be held in the Beverly Hospital Lecture Hall, and a fee will be charged for registration and luncheon.

Inquiries may be directed to the Continuing Education Department at the hospital.

## Program geared to terminally ill

BEVERLY — Progress in care of the terminally ill will be addressed in a workshop to be held at Beverly Hospital on June 1 from 8 a.m. to 4 p.m.

The program is intended to provide information and experience in the application of hospice principles to care of the dying patient. Specific discussion will include hospice care principles, pain management, physical comfort, psychosocial assessment tools and emotional aspects of care.

Speakers are Patricia Brewster, R.N., M.A., hospice/oncology coordinator at Beverly Hospital; Caroline Jo Dorr, R.N., M.S.N., lecturer at Boston University; Joan Tobin, R.N., M.S.N., patient care coordinator at the Massachusetts Rehabilitation Hospital; Barbara Farley, R.N., oncology nursing consultant at Beth Israel Hospital; and Connie Dooling, R.N., M.Ed., of the Salvatorian Center Counseling Unit in Methuen.

Nurses, hospice volunteers, professional health care personnel and other interested persons may attend the workshop. The program will be held in the Beverly Hospital lecture hall and a fee will be charged for registration and luncheon.

Inquiries may be directed to the Continuing Education Department at the hospital.

TUES 5-24-82

News 5-25-82





Robert R. Fanning, Jr., president of Beverly Hospital, begins distribution of marigold plants to every patient during National

Hospital Week. With him are, from left, Dorothy Ferrell of Manchester, Eliza Donlon of Beverly, and Florence Parsons of Ipswich.

## National Hospital Week

# Personnel get service awards

BEVERLY — A traditional activity during the celebration of National Hospital Week at Beverly Hospital is the distribution of service awards to personnel who have completed five to 25 years of employment.

This year, 149 individuals reached one of the five-year marks, and their combined service totals 1,345 years.

Also singled out each year are three individuals nominated by hospital managers and elected by administrators as "Employees of the Year." The 1982 recipients of this exemplary award are M. Isabelle Ward of Hamilton, housekeeping supervisor; Frances Staples of Beverly, LPN, nursery; and Mary "Tina" Ketchopulos of Rockport, secretary, community relations and development.

Twenty-five year em-

ployees inducted into the hospital's Quarter Century Club were Jean Birarelli, accounting; Joan Diebner, business office; Dorothy Henry, day care surgery; and Dora Osvay, food service. These employees joined other club members at their annual banquet held at the home of Neil Ayer in Hamilton.

Honored at another Hospital Week dinner were those who reached the 15 and 20-year level. Twenty-year employees include Hazel Anderson, medical records; Roger Blanchette, fiscal services; Elizabeth Cunningham, radiology; Frances Douberly, IV therapy; Sandra Eason, radiology; Dorothea Hartt, VD clinic; Virginia Jacques, purchasing; Susan Kelly, nursery; Warren Kolhonen, laundry; Joyce Meehan, radiology; Elaine Sangster,

emergency; Theresa Scott, laundry; and Emma Sideris, nursery.

Fifteen-year employees are Joan Andrews, Sears ward; Nathaniel Bond, administrative services; Nancy Brewer, nursing; Elizabeth Bussone, utilization review; Elizabeth Campbell, Sears ward; William Charette, power plant; Willie Donhauser, maintenance; Joan Keegan, sterile supply; William Kordalski, surgery; Gloria Lilja, nursery; Jeanne Murdock, laboratory; Elsa Pooler, transport; Dorothy Porter, food service; John Preston, purchasing; Sandra Szczesny, emergency; Patricia Tarr, day care; and Donna Whelpley, surgery.

Other employees receiving service awards included 31 people in the 10-year category and 84 who have completed five years.







Progress in care of the terminally ill will be addressed in a workshop to be held at the Beverly Hospital Lecture Hall, June 1 from 8 a.m. to 4 p.m.

Discussion will include hospice care principles, pain management, physical comfort, psychosocial assessment tools and emotional aspects of care.

Speakers are Patricia Brewster, R.N., M.A., Hospice/Oncology Coordinator, Beverly Hospital; Caroline Jo Dorr, R.N., M.S.N., lecturer at Boston University; Joan Tobin, R.N., M.S.N., Patient Care Coordinator, Massachusetts Rehabilitation Hospital; Barbara Farley, R.N., Oncology Nursing Consultant, Beth Israel Hospital; and Connie Dooling, R.N., M.Ed., Salvatorian Center Counseling Unit, Methuen.

Nurses, hospice volunteers, professional health care personnel and other interested persons may attend the workshop. A fee will be charged for registration and luncheon.

Inquiries may be directed to the Continuing Education Department, Beverly Hospital.

5/28/82

## THE MANCHESTER CRICKET

### Employess Honored at Beverly Hospital

A traditional activity during the celebration of National Hospital Week at the Beverly Hospital is the distribution of service awards to personnel who have completed 5-25 years of employment.

This year, 149 individuals reached one of the five year marks, and their combined service totals 1345 years.

Also singled out each year are three individuals nominated by Hospital managers and elected by administration as "Employees of the Year". The 1982 recipients of this exemplary award are M. Isabelle Ward of Hamilton, House-keeping Supervisor; Frances Staples of Beverly, LPN, Nursery; and Mary (Tina) Ketchopulos of Rockport, Secretary, Community Relations and Development.

Twenty five-year employees inducted into the Hospital's Quarter Century Club were Jean Birarelli, Accounting; Joan Diebner, Business Office; Dorothy Henry, Day Care Surgery; and Dora Osvay, Food Service. These employees joined other club members at their annual banquet held at the home of Neil Ayer in South Hamilton.

Honored at another Hospital Week dinner were those who had reached the 15 and

20 year level. Twenty year employees include: Hazel Anderson, Medical Records; Roger Blanchette, Fiscal Services; Elizabeth Cunningham, Radiology; Frances Doublerly, IV Therapy; Sandra Easofi, Radiology; Dorothea Hartt, VD Clinic; Virginia Jacques, Purchasing; Susan Kelly, Nursery; Warren Kolhonen, Laundry; Joyce Meehan, Radiology; Elaine Sangster, Emergency; Theresa Scott, Laundry; Emma Sideris, Nursing.

Fifteen year employees are: Joan Andrews, Sears; Nathaniel Bond, Administrative Services; Nancy Brewer, Nursing; Elizabeth Bussone, Utilization Review; Elizabeth Campbell, Sears; William Charette, Power Plant; Willie Donhauser, Maintenance; Joan Keegan, Sterile Supply; William Kordalski, Surgery; Gloria Lilja, Nursing; Jeanne Murdock, Laboratory; Elsa Pooler, Transport; Dorothy Porter, Food Service; John Preston, Purchasing; Sandra Szczesny, Emergency; Patricia Tarr, Day Care; Donna Whelpley, Surgery.

Other employees receiving service awards included 31 people in the 10 year category and 84 who have completed 5 years.

H.W. C. 6.2.82

### Free teach-in to be held at hospital

A free teach-in will be held Saturday, June 5, at the Beverly Hospital, beginning at 10 a.m.

Instruction will be given in the choke-saving Heimlich Maneuver, as well as demonstrations of cardiopulmonary resuscitation.

No advance registration is necessary. Refreshments will be served.

NEWS 6.3.82

### Hospital offers birth class

BEVERLY — An early childbirth class will be held at Beverly Hospital on June 10 at 7 p.m.

The course is for parents-to-be in the first trimester (first three months) of pregnancy. Interested couples may register by calling 922-3000, extension 443.



TIMES 282

# Service awards for 149 at Beverly Hospital

BEVERLY — Service awards were recently distributed to Beverly Hospital personnel during National Hospital Week.

This year, 149 individuals were honored, with combined service totaling 1345 years.

Also singled out each year are three individuals nominated by Hospital managers and elected by Administration as "Employees of the Year."

The 1982 recipients of this exemplary award are M. Isabelle Ward of Hamilton, Housekeeping Supervisor; Frances Staples of Beverly, LPN, Nursery; and Mary (Tina) Ketchopulos of Rockport, Secretary, Community Relations & Development.

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Other employees receiving service awards included 31 people in the 10 year category and 84 who have completed 5 years.

Cove

NEWS 6.3.82

## Funding sought for elderly housing on former Cable Hospital grounds

IPSWICH — Beverly Hospital is trying again to obtain federal funding for an elderly housing project on the grounds of the former Cable Memorial Hospital, now owned by Beverly Hospital.

John L. Good, Beverly Hospital community relations director, said Wednesday that the hospital is hopeful federal funds can be obtained this year, with some changes in the proposal.

The request in 1981 was for a \$3.5 million grant from the federal agency — Housing and Urban Development — to build 78 units of housing for the elderly. The plan was to renovate the top two floors of the former Cable hospital, to provide 22 housing units; and construct another building to house approximately 56 more units.

The request was denied, chiefly because the hospital had requested too many "non-metropolitan" housing units (outside the Boston

metropolitan area), said Good. This year, there are funds for 50 non-metropolitan units, the number for which Beverly Hospital is applying; although only 50 such units will be approved throughout Massachusetts, said Good.

This year's request will only be for new construction, Good said; since rehabilitation projects will not be funded this year. Beverly Hospital is still studying possible uses for the former Ipswich hospital building, said Good, with hopes to use the space "for some use by the elderly."

Plans have not been completed for the project, he said. Architectural plans have not been submitted as yet; and there is no cost estimate.

Good said the hospital is planning to make a presentation to the selectmen on June 21, to request that board's approval of the plan. Beverly Hospital will also seek approval from the Ipswich Housing Authority and the Council on Aging, as it did last year, he said.

The project is under the supervision of Paul Lanzikos, Beverly Hospital's director of long-term and geriatric care.





Marigold plants were distributed to every Beverly Hospital patient during National Hospital Week. Above Bobbie Bastide of the Food Service Dept. and

Robert Fanning, the hospital president, present plants to, left to right, Dorothy Ferrell of Manchester, Eliza Donlon of Beverly and Florence Parsons of Ipswich.

JUNE 4, 1982



Marigold plants were distributed to every Beverly Hospital patient during National Hospital Week. Bobbie Bastide, Food Service and Robert R. Fanning, Jr., President (both standing) present the plants to (from left) Dorothy Ferrell of Manchester, Eliza Donlon of Beverly and Florence Parsons of Ipswich.

CRICKET 6.4.82 ✓  
**Childbirth Class  
 At Beverly**

An early childbirth class will be held at the Beverly Hospital on June 10 at 7:00 p.m. The course is for parents-to-be in the first trimester (first three months) of pregnancy.

Discussion will include adjustment to pregnancy, fetal development, physical and emotional changes, nutrition, preparation for breastfeeding and exercises for pregnancy and delivery.

A fee of \$10 is charged for the class. Interested couples may register by contacting the Beverly Hospital Maternity Unit, 922-3000, ext. 443.



TIMES  
6.3.82

## Ipswich news briefs

### Building at the Hospital

IPSWICH — Revised plans for an elderly housing project at the Cable Emergency Center have dampened some town officials' enthusiasm for the project. Two selectmen voiced disapproval of plans to erect another building in front of the existing hospital, which has been owned by Beverly Hospital since 1979. Beverly Hospital officials will be asked to explain the new proposal at the selectmen's June 21 meeting.

Last year the Board of Selectmen gave unanimous support to the hospital's application for a \$3 million financing grant through the U.S. Department of Housing and Urban Development. Those plans, which were disqualified on a technicality, proposed construction of an addition to the rear of the hospital.

### Hospital series

TIMES  
6.8.82

"Cancer: My Emotions, My Family," part Beverly Hospital's "Coping with Serious Illness series," will be presented in the outpatient department of the hospital on Wednesday, June 9, at 6:30 p.m.

A cancer patient and her family will discuss the impact of the diagnosis of cancer on their relationships, roles and feelings. The publi is invited.

## Wonderful nurses

NEWS 6.7.82

### To the Editor:

I have just been released from the Beverly Hospital June 1st and would like to comment on how wonderful the nurses were to me and others I noticed while in there. (I speak of the Ayer Ward but am quite sure it is the same on other wards).

You, yourself, should go in the hospital unannounced and see what I mean.

The nurses always greet you with a smile, morning, noon or

night. They work hard just to make you comfortable. They will enjoy a joke with you (corny or not) and when things have to be done to cause you pain, they also feel the pain.

They are like daughter, sister and wife, in other words, they are "family."

Others feel the same as I do but after they are home, they put off writing to let their feelings be heard; well if any read this letter, write or phone and the other people outside will know about the nurses.

The hospital in Ayer Ward is

making a lot of changes which cost a lot of money. I sure hope they put a lot of money into the paychecks of these proud, hard-working nurses.

As a start, give the nurse the day of her birth off with pay.

Beverly Hospital open your eyes, you have wonderful talent in your employ which you will lose to a higher paying hospital.

To all you nurses who helped me — Thanks for everything! You are wonderful people. God bless you all!

Justin Waitt  
Beverly

## Mash a smash

### To the Editor:

We are very grateful to many people who worked so hard on "MASH Goes Monte Carlo," co-sponsored by the Beverly Hospital Aid Association and hospital physicians.

Persons who particularly come to mind are bankers Charlie Chadder, Mike Lawlor and Peter Hersee; doctors Ramini, Ansello, Carbone; hospital employees Rose Foss, Jack Good, Grace Kushmarek, Tina Ketchopulos, Mary Palmer, Maureen Hardy, Betsy Wood, and a wide assortment of

doctors, nurses and Birthing Center employees.

We are very grateful to Steve Bean, manager of Star Market, and the following restaurants, whose gift certificates were enthusiastically received: Beverly Depot, Commodore, Bogart's, Mariner, Russo's, Wine Cellar, Capri, J.P.'s Harbour Side, Rosalie's, Millstone, Rhumb Line, Raven, Tom Shea's, Beef & Oyster House, Stromberg's, 300 Derby Street, Brandy's, Chase House, Weylus, Chuck's Steak House, Danversport Yacht Club, King's

Grant Inn, Jimmy's Allenhurst, Surf, Weatheravane Tavern, and the Radisson Ferncroft.

And, of course, a special note of appreciation to all the members of the Hospital Aid Board and their families who worked so long and willingly on this evening in order to provide a better hospital for all members of the North Shore community.

RAE W. SCOTT  
BETTY MURPHY  
SANDY SINGER  
Beverly Hospital  
Aid Association



Street, Essex. *GL. TIMES 6.22.82*

## Local doctor honored

Dr. Charles Herrick of Lufkin Point is one of 74 physicians recently honored by the Massachusetts Medical Society for 50 years of membership in the MMS, the oldest state medical society in the United States. The men and women were presented with pins at the ceremony which was held in Boston.

Dr. Herrick practiced in Manchester. Though he is retired from regular practice, he is still associated with Beverly Hospital programs.

*NEWS 6.9.82*

## Cancer lecture tonight

BEVERLY — As part of the series "Coping with Serious Illness," the Beverly Hospital Oncology Department will present "Cancer: My Emotions, My Family" tonight at 6:30 in the outpatient area at the hospital.

A cancer patient and her family will discuss the impact of the diagnosis of cancer on their relationships, roles, and feelings. The discussion to follow will be led by Michele Fournier, the oncology social worker.

This presentation is open to the public free of charge. Refreshments will be served.

*IPS CHRONICLE 6-10-82*

# Authority endorses hospital plan

The Ipswich Housing Authority offered its unanimous and wholehearted endorsement of a Beverly Hospital plan to construct 50 elderly housing units on the grounds of Cable Emergency.

Authority Chairman Arthur B. Weagle, who noted that the proposal could shorten the length of the Authority's own elderly waiting list, offered the Authority's expertise in the housing field to the Hospital.

The Board endorsed a meeting between Authority Executive Director Francis A. O'Connor and Paul Lanzikos, director of geriatric and long-term care at Beverly Hospital, to discuss further mutual benefits of the proposal.

The current Beverly Hospital elderly housing proposal is a scaled down version of its 1981 federal grant funding application.

"It would be good for us,"

Weagle noted after the Tuesday night meeting.

The hospital and the housing authority would not compete for the same federal funds, and those elderly on the Agawam waiting list would be eligible for the Hospital's proposed housing, he added.

A grant application for an undetermined amount will be submitted to the federal Housing and Urban Development department by the June 30 deadline, said John L. Good, the hospital's community relations director.

The Beverly Hospital is finalizing architectural plans and cost estimates for its latest proposal at the Cable site.

Those plans will be submitted to the Ipswich Board of Selectmen June 21 to seek endorsement, Good said.

The drive to seek community endorsement is part of the grant application process.

In addition, the Hospital must prove a need for 50 units of elderly housing in what the federal government terms a non-metropolitan area.

In its 1981 grant application to HUD, Beverly Hospital sought funding to construct a 78-unit elderly housing building on the site for \$3.5 million.

The federal agency rejected last year's request as too many units for a non-metropolitan area.

Good noted that HUD had imposed a ceiling of 50 units in

non-metropolitan areas this year.

Good stressed that the plans for elderly housing are for new construction. The hospital has only vague plans for the existing Cable building, Good said. He added that hospital officials were looking at possible programs in the building to coincide with the current proposal.

HUD is expected to make a decision on the grant application by fall 1982, Good said.



News 6.10.82

# ipswich

## IHA hails Cable proposal

**IPSWICH** — The three members of the Ipswich Housing Authority present at Tuesday night's meeting thought the proposal of Beverly Hospital — to build 50 units of housing for elderly and handicapped persons — was great.

The board voted 3-0 to approve the hospital's plan to seek federal funds to construct the housing on the grounds of the former Cable Memorial Hospital.

The IHA had approved a similar plan last year, which would have also included an additional 28 units in the top two floors of the hospital.

The proposal this year doesn't include plans to rehabilitate the vacant hospital building, which now only houses an emergency center and x-ray department in the bottom floor.

IHA member Jacqueline A. Boch, however, suggested the IHA action "should be a stronger endorsement than last year. I'm for it 100 percent."

During discussion of the proposal, however, Boch said she had hoped the plan would feature "congregate" housing, in which some facilities, like kitchens and eating areas, are shared. There is a need for housing projects for "people who are not ready for nursing homes but not really able to take care of themselves."

Unfortunately, said Paul J. Lanzikos — Beverly Hospital's director of geriatric and long-term care programs — HUD, the federal agency to which the hospital is applying for a grant, "has not really supported" congregate housing.

Why does the hospital want to get into housing, anyhow? asked Boch. Lanzikos said there were two reasons: the hospital wanted to "make a maximum contribution to the town" in services; and the emergency service and radiology departments in the hospital building, now operated by Beverly Hospital, "exceeded the expected deficit." The programs "must be developed to make the site viable," he said. During the next 10-20 years, "the most significant health issue will be care of the elderly."

Paul McGinley of Ipswich, with the architectural firm of Anderson, Notter and Finegold, Inc. presented preliminary plans for the project. It will consist of a "U"-shaped two-story building, near the intersection of Routes 133 and 1-A, with the existing driveway on Route 1-A (County Street) moved closer to Route 133 (Essex Road). Parking will be on the new building site and on part of the existing paved area, he said.

Lanzikos said the hospital could be facing stiff competition for the HUD money. Only 50 units of elderly housing will be financed throughout the state this year, in non-metropolitan areas, he said.

Also voting to back the Beverly Hospital proposal were Stanley E. Eustace and Chairman Arthur B. Weagle. The two members not present were Arthur L. Goodfellow and Leland J. Schoen. Weagle said Goodfellow was recuperating from surgery and Schoen was out of town.

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IPS CHRONICLE 6.17.82

# Selectmen to vote on bid for elderly housing at Cable

Selectmen, on Monday, will be asked to endorse Beverly Hospital's application for a federal grant to build 50 units of housing for elderly adjacent to Cable Emergency Service.

Hospital officials expect the application to seek approximately \$3 million from the Department of Housing and Urban Development for the project. The construction would be on the site of the cur-

rent Peter Poor Ambulance garage, which would be reconstructed elsewhere on the nine-acre lot.

Hospital spokesman John L. Good said gaining the Town's endorsement was vitally important for the success of the project. "Competition is intense," Good said, disclosing that HUD will only be awarding one grant in the entire state for a non-metropolitan elderly housing project.

The Beverly Hospital proposal stands a good chance of winning the grant, Good believes, because of the rather low cost involved. "We're trying to sell it on its economy," he said.

Contributing to the economy of building the housing units on the Cable property is the fact that sewer and water lines are already in place, serving the emergency clinic and the professional offices.

## Authority endorses plans

IPSWICH — The Ipswich Housing Authority has unanimously endorsed Beverly Hospital's plans for a 50-unit elderly housing project at the Cable Emergency Center. It is the second time the hospital has applied for funding through a U.S. Department of Housing and Urban Development (HUD) program. The hospital's application was rejected last year because it did not comply with HUD's limits for a non-metropolitan area. Hospital officials will take their plans to the Board of Selectmen next Monday. Community support for the proposal is a key element in the application process.

Beverly-Peabody Times, Monday, June 21, 1982

B5



# Health

## The rights of patients

### What you can know about hospital stay

By JANET D'AGOSTINO  
Staff reporter

When you exchange your street clothes for a hospital johnny, you don't have to also hand in the right to control your medical treatment.

Patients have the legal right to question doctors and the rest of the medical establishment about almost every aspect of medical care, from the name and specialty of a doctor to the details of the final bill.

These rights are guaranteed by the

*'Patients are asking more questions and are better informed in the last seven years or so. Younger patients seem to have less fear of doctors and hospitals than older people do.'*

of confidentiality. The committee is concerned that only people giving direct care should have access to a patients' medical records, he said.

For instance, the employee who transports a patient through the hospital via a stretcher or wheelchair has access to the chart but does not give direct care to that patient, he said.

A campaign to remind hospital personnel about patient confidentiality will be launched sometime in the fall, said Cox.

The right to be examined, observed or treated by a student is



# ipswich

NEWS 6.22.82

THE S

\$2M HUD grant sought

## Another try for Cable housing

IPSWICH — The competition for federal money will be stiff, said Beverly Hospital officials Tuesday, while formally announcing they would again seek a HUD grant to build housing for elderly and the handicapped on the grounds at the former

the only one in the state from a non-metropolitan area, if approved.

One reason given for disapproving it last year was that the housing was too close to the hospital, a factor local officials originally felt was a "plus." Rather than

the hospital building, which now houses only an emergency center and x-ray facility.

chitectural firm of Anderson Nottter Finegold Inc. said the proposed facility is also designed to meet HUD requirements of "cost containment."

The building will be very "cost effective," he said, with estimated costs

endorsement at its last meeting and the Board of Selectmen unanimously approved it Monday night — factors the hospital officials felt would strengthen their request.

Plans were changed to meet the

also chosen at the

to renovate the old hospital, either, since HUD does not favor those projects, they said. Barney, who

also chosen at the

Fanning and Paul J. Lanzikos, Beverly Hospital's director of geriatric and long-term care programs, told a press conference before Monday's selectmen's meeting that it

## Elderly housing backed

Continued from page A1

The new building will contain 14 effi-

geriatric and long-term care programs for

is

Cable, page A12

## Cable plan agreed

By STEVE CROWE  
Staff reporter

IPSWICH — A \$2 million 50-unit elderly housing project on the front lawn of the former Cable Memorial Hospital got the unanimous blessing of Selectmen last night. The project is part of a revised application by Beverly Hospital for a grant through the U.S. Department of Housing and Urban Development. Beverly Hospital, which has owned the building and operated an emergency center there since October, 1979, was rejected on a technicality in last year's round of applications.

The location of the building was the only issue for the selectmen. Plans call for a two-story, U-shaped building to be built along County Road, to the right of the existing building, an Ipswich landmark.

An ambulance garage would be moved to the left of the hospital.

Architect Paul J. McGinley, vice president of Anderson Nottter Finegold Inc., said the new building would be "almost hidden" among about a dozen trees, preserving the view of the existing hospital from the junction of Routes 1A and 133.

In addition to the elderly housing, the plan calls for a 40-year contract with the government for rental housing subsidy, continuation of the emergency room and radiology service at the center, new programs for the elderly and possible construction of an 80-100 bed skilled nursing facility behind the existing building.

The entire project would be called "Cable Gardens."

step, that the tal was planning services at the er Cable facility. programs being dered for Cable de adult day th services, te care (for who only need rary housing) outpatients and a unity nursing

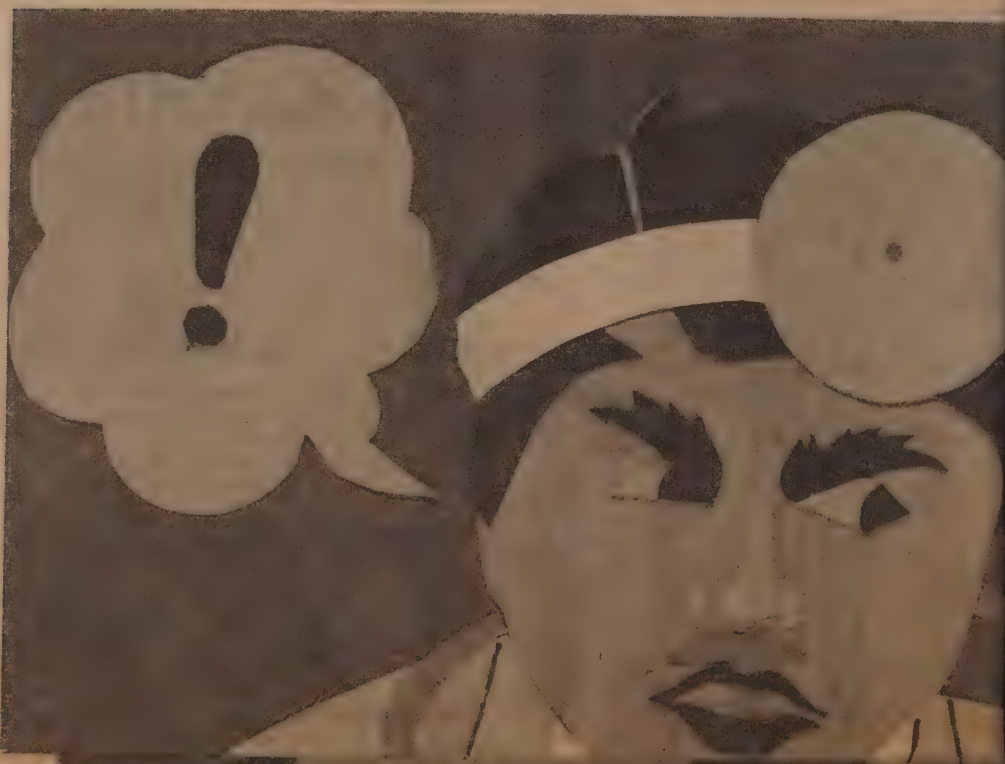


# the re

News, information, entertainment, classifieds and real estate

• Section B to the: Amesbury News/Ipswich Chronicle/Tri-Town Transcript/Hamilton

## **NURSES VS. D** *change and conf*





# Cable elderly housing bid get

A \$2 million, 50-unit elderly and handicapped housing project on the front lawn of Cable Emergency has been fully endorsed by the Ipswich Housing Authority, the Council on Aging and (on Monday night) by the the Board of Selectmen. Now all that's needed is the federal grant necessary to finance the project.

However, competition for the HUD (Department of Housing and Urban Development) grant is intense, according to chairman of Cable Housing and Health Services Corporation, Jim Barney. HUD will only be awarding one grant in the entire state for a non-metropolitan elderly housing project.

The project, called "Cable Gardens," is part of a revised application by Beverly Hospital, which has owned the building and operated the emergency center since October 1979. Last year's application was rejected on a technicality — the request was for building more units than were authorized in the specifications of the grant.

Architect Paul McGinley, vice president of Anderson Notter Finegold Inc., said the 14 studio and 36 one-bedroom units will be built in a U-shaped, segmented arrangement, with one large common room. The two-story building will not require stairs or elevators. The first level can be approached from the ground and the second level by a bridge leading from the parking area.

In addition to elderly housing, second and third phases

of the project include adult day health services, respite care, expansion of outpatient services and the construction of an 80-100 bed skilled nursing facility behind the existing building.

Robert Fanning, president of Beverly Hospital, calls it a "straightforward project, with the best possible utilization of site and the re-

establishing of the ambulance facility. It's not just housing, it's affordable housing."

Because the housing is designed for low income, independent elderly, keeping down costs is an important factor. Under federal guidelines, elderly residents could have 75 percent of their rent financed by the federal government, provided they met the low income requirement,

By ROGER MORENCY  
News Staff

BEVERLY — Health care is big business, a big business that is destined to change and become more competitive in the next decade.

Determined to be on the cutting edge of the change and in the strongest competitive position possible, is Beverly Hospital and its president, Robert R. Fanning.

"We are entering an era where hospitals will be more than just acute care facilities,"

other parts of the country," the hospital president explained.

Other plans in the works are for a medical condominium building to be built on 1.12 acres of hospital land. It would be financed by 16 physicians, requiring no capital outlay by the hospital, provide certain tax benefits for the doctors and have them close at hand. Fanning referred to the Aug. 12, 1981, train crash as a graphic example of that need.

The area of industrial medicine and occupational health is also on the agenda.

# Beverly Hospital plans

Fanning said. Comprehensive care, from a birthing center to a respite program for the elderly, are elements of the strategic planning initiated by the hospital's trustees and administration. "We are looking at our mission in that respect," Fanning added.

The Beverly Hospital budget for the current fiscal year is \$35 million, and according to John L. Good III, director of community relations and development, there is the possibility of a "modest gain of \$50,000." But, it

and d to be addressed, Fanning said.

"There might be some interest in capping capital investment, but at what level? Who would set it?" he asked.

Taking a poke at the pervasive regulations that add to hospital care costs, Fanning pulled out figures that showed that in New York in 1977 there were 67 regulatory agencies that added \$35 to the room rates. Massachusetts is also a highly regulated state with 34 agencies laying down the rules. These rules eventually cost the users

is going to be an era of running faster to stay even, and even faster than that to gain, according to Fanning.

Fanning, who speaks of the hospital complex at the intersection of Herrick and Heather streets as a campus, referred to a demographic study of the area that indicates an aging population. He also supplied a one-day (Sept. 29, 1981) census of the hospital's patients that showed 69.19 percent as over the age of 65. That was broken down, to 22.7

Beverly Hospital for two years, coming from Children's Hospital Medical Center in Boston where he was executive vice president and chief operating officer.

What does he see ahead? "Some hospitals are not going to survive the next 10 or 15 years. That's why strategic planning is important. It is our blueprint for operations for the next 3 to 5 years," Fanning responded.

Asked if it could also be a blueprint for survival, Fanning nodded.



Hospital, BHS band also benefit

6.28.82

# Rotary awards scholarships

By TOM CLARK  
News Staff

BEVERLY — The Beverly Rotary Club last week awarded \$1,000 scholarships to three students going off to college this fall.

Club President Wally Evers presented the awards to Christine Dodge of Beverly High School; Susan Harmeling of Bishop Fenwick High School; and Catherine Pantano of Hamilton-Wenham Regional High School.

Evers also presented checks of \$7,000 to Beverly Hospital President Robert R. Fanning, Jr., for the hospital's Capital Campaign Fund and \$1,000 to Beverly High School Music Director Lawrence Drouin for the high school band.

Rotary's highest honor, a Paul Harris Fellowship, was bestowed

upon Jack Hyde for his many years of contribution to the club.

In presenting the scholarship awards, Evers noted the money will make a small dent in the tuition costs the young women face. Dodge will be going to Russell Sage College and Pantano will enroll at Ithaca College. Both colleges have first-year tuition of \$9,000 while Harmeling, who will be at Harvard College, is looking at a first-year tuition of \$11,500, Evers said.

"We're very proud to be associated with students like you," Evers told the winners, who were selected from among 21 applicants for the scholarships.

Evers said that as president he got to choose the recipient of the club's major fundraising effort and decided upon the hospital's building campaign fund. The gift

will go toward the dedication of an audiology room at the hospital, Evers said.

Drouin said part of the gift to the band would be used to help students attend summer music camps and part would be used for professional direction for the half-time show at the high school football games. He also said the show each week will be dedicated to the Rotary Club.

Stan Mikulski was inducted as the new club president. Other officers are Don Moran, first vice president; Peter Hersee, second vice president; Larry Smith, treasurer; Charlie Chadder, assistant treasurer; Don Lunn, secretary; and Jon Busineau, assistant secretary. New members of the board of directors are Arthur Collins, Parker Stokes, David Truslow, and Tony Conte.

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TIMES  
6.25.82

Robert G. Miceli, M.D., Box 763, Beverly, MA. 01915, has notified Blue Shield that he is rescinding his participation agreement effective December 31, 1982. Therefore, pursuant to Massachusetts law, Blue Shield will no longer be able to provide benefits for Dr. Miceli's services as of that date. This means that Dr. Miceli's services will then no longer be covered by your Blue Cross Blue Shield policy. Blue Cross and Blue Shield subscribers who desire more information on this matter should contact our Peabody Customer Service Office at Essex Bank Building, Essex Center, Route 128, Peabody, MA 01960. Tel. (617) 532-3300, Blue Cross and Blue Shield of Massachusetts.  
(6/25)

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16-june 23, 1982. ipswich today

## beverly hospital makes second bid for cable housing

Beverly Hospital's plans for a 50-unit elderly housing project at the former Cable Memorial Hospital site on County Road has received strong endorsement from several town boards as the institution enters a second round of competition for federal funding of the proposal.

The plan has received the full endorsement of the Board of Selectmen, Ipswich Housing Authority and Council on Aging.

Beverly Hospital is applying to the Department of Housing and Urban Development (HUD) for the estimated \$2.0 million cost of the so-called "Cable Gardens" project.

The project will not only help reduce mounting financial deficits due to the continued operation of the Cable Emergency Room and X-ray services, but it will also provide much needed elderly housing and programs to benefit the community, Beverly Hospital President Robert Fanning said. He added the redesign of the project will make the hospital a tough competitor in the race for federal money.

During a Monday press conference, Beverly Hospital officials said their plan to bring elderly housing to Ipswich has been revised considerably over last year's \$3.8 million plan which was turned down by HUD. Those plans included 78 dwelling units and involved part rehabilitation of the existing hospital building and maintenance of the emergency room and radiology service on ground level.

Fanning said HUD is against such a housing and medical mix in the same building or even one connected to it.

According to Paul McGinley, of Anderson Notter Finegold Inc., the firm that designed the plans, the buildings will be located far enough from the existing Cable Emergency Center to satisfy HUD requirements while at the same time enable that structure to remain visible from the road.

He said that specific guidelines detailed by HUD have been followed in the design including cost containment features which will create lower construction and operating costs. One of those cost saving areas will be a bridge to the second floor of the building created from the existing uphill slope of land which will prevent having to install an elevator.

McGinley added that the project will end up costing between \$35,000 to \$40,000 for each of the 50 units or about \$2 million for the entire proposal.

Despite the stiff competition, Beverly officials appeared confident that the project will satisfy HUD requirements. They expect word from HUD officials in the early fall on the outcome of their application.

If the housing project is approved, it will help relieve a heavy burden of elderly housing needs in Ipswich. In a letter of support for the project, the Ipswich Housing Authority stated it has an "extremely large" waiting list for low income, independent elderly. It has over more than 150 senior citizens applications on its waiting list, with a waiting period of two to four years.

According to Fanning, the future for government subsidized housing looks pretty bleak in upcoming years. In fact, this could very well be the final year for such a project, he said.

If "Cable Gardens" is approved by HUD, elderly and handicapped individuals will be offered housing for a cost of 25 percent of their monthly income. Acceptance into the housing will be based on eligibility and need.

Unlike Agawam Village and Whittier Park, Cable Gardens will be run by a private management system hired by Cable Housing and Health Services Corporation, which will be awarded the federal money if the plan is accepted.

Local residents serving on the board of that corporation include James Barney, chairman; and Peter Maistrellis, Norman Quint, Merle Pimentel and Frederick Carter.

In addition to housing facilities, Cable Gardens may also offer several health programs which are currently under consideration including adult day health services, for individuals who can live at home but require a variety of health and social services; respite care, a short term living arrangement for elderly or dependent people in need of support or at some risk of health deterioration or injury; expansion of outpatient services; and a community nursing office to be provided in conjunction with the local visiting nurse association.

There is also a future possibility of a third phase of development which would place an 80-100 bed skilled nursing facility behind the existing hospital building. It would be an independently operated facility with potential for connection to the main hospital building. According to health planning estimates, there will be the need for at



## Hospital chiefs

The Beverly Hospital Medical Staff held elections recently for offices and chiefs of departments to serve terms beginning July 1.

Joel W. Shelkrot, M.D., internist was elected president of the staff, succeeding Frank S. Carbone, Jr., M.D. Other officers are Herbert W. Bistrong, M.D., vice president and David M. Jewett, M.D., Secretary/Treasurer.

Elected chiefs of departments are: Frederick D. Kuemmerle, M.D., anesthesia; Shad R. Chitre, M.D., emergency/outpatient; Steven A. Barrett, M.D., family practice; James H. Clifford, M.D., medicine; Henry J. Ramini, M.D., obstetrics/gynecology; Humphrey E. D. Lloyd, M.D., pathology; Thomas W. Adams, M.D., pediatrics; Arthur Z. Berg, M.D., psychiatry; William J. Otto, Jr., M.D., radiology; Mayo Johnson, M.D., surgery.

David J. Lebowohl, M.D. and Randolph D. Maloney, M.D. will serve as members at large to the Executive Committee of the Medical Staff. Representing the staff at meetings of the hospital's board of trustees meetings will be David H. Scott, M.D. and Gregory Bazylewicz, M.D.

## Hospital staff

Several doctors were recently appointed to the Beverly Hospital Medical Staff, following approval by the board of trustees.

Paula Heimberg, M.D. was appointed to the associate staff with privileges in pediatrics. She received her medical degree from Loyola Medical School and served pediatric residencies at Duke Medical Center and St. Louis University. She also served as special resident in neonatology at Northwestern University Hospital.

Dr. Heimberg's experience includes the National Health Service Corps, Mattapan Community Health Center and affiliation with Carney and Children's Hospitals, Boston. She will practice in Beverly with Garden City Pediatric Associates.

Robert A. Blake, DDS has been extended privileges in dental surgery as a member of the associate staff. He is a graduate of Georgetown University Dental School and completed a general residency at Memorial Hospital-University of Massachusetts Medical Center. Dr. Blake is in private practice at 550 Cabot St.

Daniel Magalnick, DMD has also

## Doctors named chiefs of departments

Three local doctors recently have been named chiefs of departments at the Beverly Hospital.

Dr. Sharad R. Chitre has been elected chief of the Emergency/Outpatient Department; Dr. Thomas W. Adams has been elected chief of Pediatrics; and Dr. Mayo Johnson has been elected chief of Surgery.

## Dr. Shelkrot heads staff

# Hospital officers elected

BEVERLY — New officers and chiefs of departments at Beverly Hospital will begin their terms July 1, the hospital has announced.

Joel W. Shelkrot, M.D. was elected president of the staff, succeeding Frank S. Carone, Jr., M.D. Other officers include Herbert W. Bistrong, M.D., vice president and David M. Jewett, M.D., secretary/treasurer.

The following persons were elected chiefs of departments; Frederick D. Kuemmerle, M.D., anesthesia; Shad R. Chitre, M.D., emergency/outpatient; Steven A. Barrett, M.D., family practice; James H. Clifford,

M.D., medicine; Humphrey E.D. Lloyd, M.D., pathology.

Also, Thomas W. Adams, M.D., pediatrics; Arthur Z. Berg, M.D., psychiatry; William J. Otto, Jr., M.D., radiology; and Mayo Johnson, M.D., surgery.

David J. Lebowohl, M.D. and Randolph D. Maloney, M.D. will serve as members at large to the executive committee of the medical staff. Representing the staff at the hospital's board of trustees meetings will be David H. Scott, M.D. and Gregory Bazylewicz, M.D.

TIMES 6-29-82

H-W CHRONICLE 6-30-82

NEWS 6-30-82



# Examining the whole p

## *Willowdale has holistic approach*

By JANET D'AGOSTINO  
Staff reporter

A patient in a doctor's office shouldn't feel like a car at a body shop, says Dr. Stephen Price.

Price, 37, believes many patients feel "they are on a conveyor belt system that fails to see them as a whole person" when they encounter the medical system.

Price, a family practitioner who still makes house calls, recently opened the Willowdale Health Center in Hamilton, which practices holistic medicine. The holistic approach stresses the treatment of a patient's emotional and spiritual needs, as well as medical problems. At the Willowdale Health Center, which opened this spring, Price deals with the physical complaints while six other colleagues deal with the emotional, spiritual, and intellectual problems that might also be involved.

Patients have the usual physical and medical tests in Price's office, but they will be doing more of the talking and the doctor more of the listening.

Two-thirds of the visit will be spent obtaining a complete history from childhood on up to current day pressures, he said.

Medical tests are not devalued, but Price said they are only useful in the context of the person's total life.

Someone may come in complaining of chest pain that is caused by fear of a heart attack, but the test should still be done to eliminate any physical causes.

Or an alcoholic will come in for headaches and stomach ailments.

"We can treat these things, but they are only a symptom of an ongoing problem as to why this person is drinking," he said.

"We sense that the patient has the power to heal himself. We are not in control of that, but we want to mobilize the resources around the person to help him use that power."

At the health center, Price might call in Dr. William Newman, a pastoral psychologist, to deal with a patient's spiritual or psychological problems.

Pastoral counseling — performed by ordained ministers — can aid



**Dr. Stephen Price**

healing by focusing attention off the disease and onto more positive thoughts, said Newman.

"With the scientific explosion, man came to be viewed dualistically



# Finding a place to live

## Ipswich apartments scarce, expensive

By Steve Cr we  
Staff reporter

IPSWICH — When Beverly Dalton advertised a four-room apartment in Ipswich for \$350 per month her phone didn't stop ringing for two days.

"I must have received at least 50 phone calls," she said. "I probably should have asked for more."

She certainly could have gotten it because finding an apartment in Ipswich is next to impossible these days. A second story, one bedroom apartment downtown was recently advertised for \$385; a similar apartment in Lord's Square was going for \$375 plus utilities, and one tenant was paying \$275 for a converted attic with a bedroom, kitchen and bath.

The price is problem enough for many people, with a downtown one-bedroom unit going for \$375 plus utilities. But even apartments at that price are hard to come by.

In a small town like Ipswich, news of a low-priced apartment travels fast, and often the landlord never even has to advertise.

"By the time a guy is moving out the front door, someone else is moving in the back door," said Francis O'Connor, executive director of the Ipswich Housing Authority.

O'Connor said he has worked in Lawrence, Medford and Brookline and "never seen a housing market this tight."

He said the tight apartment market in town has caused havoc for his rental assistance program. In the past, subsidies have been awarded on the basis of need and position on the waiting list, O'Connor said. There are about 200 names on that list. But couples, after six months, "were coming back and telling me they can't find another place." The state, meanwhile, was accusing the housing authority of "sitting on the money."

Now money is awarded on a different basis, O'Connor said. "We take the top family that has an apartment."

THE 3  
6-28-82

The town's only low income housing project, Southern Heights, has also reflected the tight market. "It's been a year since anybody's moved out of there," he said. There are 38 apartments.

There are 150 elderly people waiting to get into one of two elderly housing projects with 200 units, and they will have to wait from two to five years, O'Connor said.

But, it is the young families, O'Connor said, that have it the hardest.

James Barney, president of Ipswich Savings Bank, views the tight apartment market as a result of the overall housing crunch. Fifteen years ago, he said, young couples would rent an apartment a couple of years, save up enough money to buy a house and move out. "Now they can't afford it" and apartments aren't turning over.

While many communities are experiencing similar problems, Ipswich's situation may be complicated by several factors.

Many downtown buildings have changed ownership within the past five years and owners have had to pass their high mortgage rates onto tenants. Virginia Wilder, director of the town's housing rehabilitation program, has repeatedly expressed frustration over not getting enough applications. Under the contract of the program, owners agree not to charge a tenant more than 25 percent of that person's gross annual pay, so that, for instance, a single person earning \$13,600 would pay a maximum of \$283 per month.

Another factor is that some of the lower priced apartments in Ipswich and other area communities are being taken by students at Gordon-Conwell Theological Seminary and Gordon College. Landlords thinking more of protecting an investment than in getting the highest rent possible may prefer renting to the students instead of taking a chance by advertising, said John Cox of County Road, a former Gordon College student.

Cox and his wife Gayle have lived in four apartments in Ipswich in six

*"By the time a guy is moving out the front door, someone else is moving in the back door."*

Francis O'Connor  
Executive director of the  
Ipswich Housing Authority.

years, twice sharing apartments with other couples before moving into a two bedroom apartment on Manning Street. The Coxes recently moved to a larger apartment on County Road after friends moved out. Nearly three months before their friends moved the Coxes had an agreement with the managers of the property.

There appears to be little likelihood the situation will change in the near future. Federal and state funds for housing projects are drying up, the town's zoning bylaw requires a minimum one-acre lot for development and houses on those lots are nearing \$200,000.

A bylaw that could have generated new apartments downtown was shot down by Town Meeting in April. In particular, the amendment would have allowed the Zoning Board of Appeals to consider a plan to create 14 units on the second and third floors of the Caldwell Block.

If approved, Beverly Hospital's proposed \$2 million Cable Gardens elderly housing project at the former Cable Hospital in Ipswich would create 50 units of elderly housing in the town. And that could have a trickle down effect if some elderly couples who own two and three bedroom homes in town decide to sell and move into the new project, said O'Connor.

In the old days, the hope was that young people who grew up in a community would continue to live in town and pay taxes, thus "repaying" what was put into their education, said Ms. Wilder. But unable to find a place to live, those young people are being forced to move out, she said.



7282

## THE MANCHESTER CRICKET



Beverly Hospital recognized Mrs. Nelson for her generosity in providing a naming Pavilion. Honoring Mrs. Nelson for are (from left): Tarrant Cutler, Chief of Surgery; Robert R. Fanning, Jr., Hospital Administrator; and a plaque will designate the Recovery Room in her name.

## Beverly Hospital Medical Staff Elects Officers

CRICKET  
72.82

The Beverly Hospital Medical Staff held elections recently for officers and chiefs of departments to serve terms beginning July 1.

Joel W. Shelkrot, M.D., Internist was elected President of the Staff, succeeding Frank S. Carbone, Jr., M.D. Other officers are Herbert W. Bistrong, M.D., Vice President and David M. Jewett, M.D., Secretary-Treasurer.

Elected Chiefs of Departments are: Frederick D. Kuemmerle, M.D., Anesthesia; Sharad D. Chitre, M.D., Emergency/Out-patient; Steven A. Barrett, M.D., Family Practice; James H. Clifford, M.D., Medicine; Henry

J. Ramini, M.D., Obstetrics/Gynecology; Humphrey E. D. Lloyd, M.D., Pathology; Thomas W. Adams, M.D., Pediatrics; Arthur Z. Berg, M.D., Psychiatry; William J. Otto, Jr., M.D., Radiology; and, Mayo Johnson, M.D., Surgery.

David J. Lebwohl, M.D. and Randolph D. Maloney, M.D. will serve as members at large to the Executive Committee of the Medical Staff. Representing the staff at meetings of the Hospital's Board of Trustees meetings will be David H. Scott, M.D. and Gregory Bazylewicz, M.D.

### Doctors appointed

New  
7.6.82

**BEVERLY** — Several doctors were recently appointed to the Beverly Hospital Staff, following approval by the Board of Trustees.

Paula Heimberg, M.D. was appointed to the associate staff with privileges in pediatrics. She received her medical degree from Loyola. She will practice with Garden City Pediatrics Associates.

Robert Blake, DDS has been extended privileges in dental surgery as a member of the Associate staff. He is a graduate of Georgetown University Dental School. Dr. Blake is in private practice at 550 Cabot St.

Daniel Magalnick, DMD was appointed to the Associate staff with privileges in oral surgery. A graduate of Pittsburg School of Dental Medicine, he maintains an office at North Shore Medical Park, Peabody.

Privileges were also approved for Margaret Fitzgerald, R.N., ophthalmological surgical assistant; Katrina Hart, ophthalmological assistant; Frances Parlee, ophthalmological assistant; and Christine Crowley, dental assistant.



Included in recent elections of the Beverly Hospital Medical Staff are (from left) Gregory Bazylewicz, M.D. and David Scott, M.D., representatives to the Board of Trustees; Herbert W. Bistrong, M.D., Vice President; Joel Shelkrot, M.D., President; David J. Lebwohl, M.D., member at large to the Executive Committee; and James H. Clifford, M.D., Chief of Medicine.



# hamilton-wenham

## Dr. Abramson will fill family medicine post

By LARRY BLAKE  
News Staff

HAMILTON-WENHAM — Next week, this area will again have a doctor of its own: Dr. John D. Abramson, who will assume the family practice that has been shared temporarily the past year by three Manchester doctors.

His office will be in the Hamilton Medical Building, 42 Asbury St., operated by Beverly Hospital, which sponsors the family practice program. The hospital acquired the facility from Hamilton-Wenham Community Services Inc.

Dr. Abramson will begin his practice next Thursday, July 15, having spent the past year in a fellowship in family medicine at Case Western Reserve University School of Medicine in Cleveland.

The family medicine practioner, he said Tuesday, is similar to the old country doctor. He stresses treatment of the whole person, not the specialized approach of the doctor who is expert in certain fields, such as cardiology (heart), dermatology (skin) or oncology (tumors).

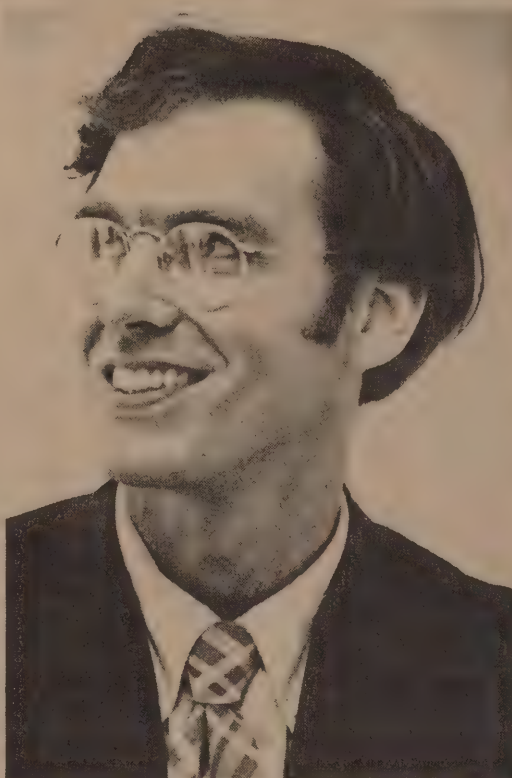
Training in family practice is "horizontal", he said, in many specialties, so that the family doctor "can take care of 90 to 95 percent of the medical problems, the common problems," referring the rest to specialists. Family doctors, he said, are trained to work with consultants and become "almost an executive" in supervising medical care.

Family practice is becoming more popular throughout the country, he said, although the Boston area "is a little behind because the specialty care is superb."

John L. Good III, public relations director for Beverly Hospital, said the hospital had done a survey in the area and found most persons don't really have a family doctor. The doctor they referred to as their "family doctor" was often a specialist, usually the last one they had seen, he said.

The family doctor, said Abramson, will get to know his patient as an individual.

"It's a misconception to think they will get second class care. We're trained to manage medical problems," he said, referring, when necessary, to a specialist.



DR. JOHN D. ABRAMSON

insurance programs cover hospital care, including out-patient services, but not visits to a doctor's office.

"People wait until they have a problem that can be treated in an emergency unit. It creates an 'illness attitude' toward health. I'd like to think I'm coaching people to maintain their health," said Abramson.

His research indicated, he said, a savings of as much as 60 percent in medicaid costs in the Cleveland area under a pre-paid medical insurance plan that includes office visits.

The fact that it is an economic advantage not to go to a doctor's office is in itself a health care problem, he insisted.

"When elderly people don't go to a doctor because of economic reasons, it's a very serious medical problem," he said.

Abramson said he would be glad to answer any question groups or individuals may have. He invited them to call his of-



TUES 7.8.82

# Hospitals care about health, fitness

Robert R. Fanning, Jr. has been chief executive officer of Beverly Hospital since June, 1980. He is on the Board of Trustees of the Massachusetts Hospital Association, a fellow of the American College of Hospital Administrators and the regent for Massachusetts for the college.

By ROBERT T. FANNING JR.

If you think hospitals have been in the business of wellness for years, take a closer look.

Certainly health care facilities have always shouldered the responsibility for "making" people well. It is only in recent years that the emphasis on "keeping" people well—"wellness"—has caused hospitals to redirect at least some of their efforts toward health promotion and disease prevention.

Hospitals now have a tremendous opportunity for innovation in expanding their role to meet the need and demand for services on the opposite end of the health care spectrum—promoting health and fitness in addition to offering acute care services.

Victor R. Fuchs, author of "Who Shall Live?", has observed that "the greatest current potential for improving the health of the American people is to be found in what they do and don't do to themselves, and individual decisions about diet, exercise and smoking are of critical importance."



## IT SEEMS TO ME

A noted hospital consultant, Richard L. Johnson, stated: "Interest is growing in the concept that the way to limit health care expenditures is to concentrate on keeping persons healthy, rather than on returning them to health after they have become ill."

Millions of Americans work unreasonable hours, grab non-nutritious meals, chain smoke and rarely take time off to relax or exercise properly. This has led to a continuing shift in major hospital admissions from infectious diseases to those that are associated with lifestyle or self induced such as heart disease, cancer and stroke. The admonition is simple: If we take better care of ourselves, we're going to need less acute health care and this will help to slow the rise in costs.

Hospitals, along with other businesses and industries, can play a key role in the preventive effort. Wellness programs are cropping

up everywhere in the guise of physical fitness facilities, drug and alcohol counseling, weight watching and nutritional service, blood pressure screenings and others. Hospitals are particularly well suited to assuming a lead in this role, due to the existence of knowledge and expertise among medical, nursing and allied health professionals regarding the causes and prevention of lifestyle-related illness.

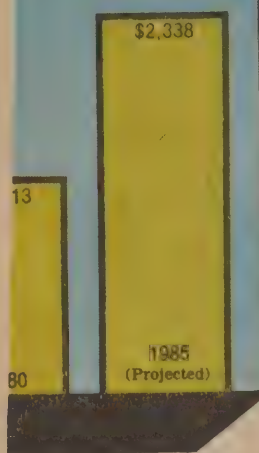
Health education programs, nutritional counseling, physical therapy, exercise physiology, occupational health services, and behavior modification or control programs are but a few of the methods already being promoted by hospitals.

Alliances with regional YMCA's, alcoholism counselors, mental health agencies and private physician practices have further assisted the effort to reach as many potential health consumers as possible.

While hospitals can take a much broader view of this mission by assuming leadership in health promotion as well as curing of disease, at least part of the burden for change rests with the consumer. The individuals whose health is involved must meet the system halfway and learn to take better care of themselves. The progressive hospital then stands ready and willing to meet the wellness challenge.

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Quita, Massachusetts



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Health care, page A16



## Joins local practice

*TIMES*  
7.9.82

Stephen D. Wolanske, M.D., has joined Associates in OB/GYN, Inc. at the Parkhurst Building.

Dr. Wolanske is a graduate of Brown University and Boston University School of Medicine. He is a former chief of obstetrics at Walter Reed Medical Center in Washington, D.C.

## Joins Beverly Medical Firm

*CRICKET* 7.9.82

Associates in Ob/Gyn, Inc. of the Parkhurst Building in Beverly are pleased to announce that Stephen D. Wolanske, M.D. has joined their practice this July. Dr. Wolanske is a graduate of Brown University, Boston University School of Medicine and trained at Cornell Medical Center in New York.

He is the past chief of obstetrics at Walter Reed Medical Center in Washington, D.C. and has most recently been practicing in Ithaca, New York. He and his family are residing in South Hamilton.

Dr. Wolanske is associated in practice with John Garry, M.D., Henry J. Ramini, M.D. and John S. Mutterperl, M.D.

TOWN OF MANCHESTER

## ON THE

# Midwife atten

By BONNIE SELWAY

Overseeing family-centered child-birth in a non-hospital setting.

That is the job of Debbie Black, a certified nurse-midwife (CNM) at the North Shore Birth Center.

While most CNMs work in hospital settings, Black and her two nurse-midwife colleagues deliver babies in a little wooden house on the Beverly Hospital grounds.

Candidates for a Birth Center delivery are thoroughly screened. Only those women who can expect uncomplicated normal births that do not require general anesthesia, Caesarian section or forceps extraction are accepted.

Patients who have chosen the Birth Center setting want the kind of personal care a midwife can give, says Black. And that's what makes her work so rewarding.

"My job has a consumer and family-oriented philosophy of care with a non-intervention approach," she explains. "I believe if you let nature take its course and trust a woman's body it will work just fine."

Black follows a patient's progress from her first pre-natal appointment all the way through labor and delivery and two post-partum check-ups. She and her two colleagues alternate seeing a pregnant woman for a total of 10 to 12 visits during her pregnancy, checking all the things an obstetrician would: blood pressure, fetal heartbeat, the baby's



Nurse-midwife Debbie Black examines pregn

with the laboring woman and her family around the clock.

She works 10 nights per month on "first call," when she is responsible for overseeing the complete labor and delivery at her Birth Center. Another seven nights she is on "second call," joining another nurse-midwife only at the birth itself, a two-hour commitment.

Sometimes two or three women are in labor simultaneously in the homey cot- tage, and Black and the other CNMs are

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## Rotary Club awards grants, scholarships

TIMES  
7.12.82

BEVERLY — The Beverly Rotary Club presented \$11,000 in grants and scholarships at a recent meeting during which new officers were installed.

Wallace K. Evers, outgoing president, presented a check for \$7,000 to Robert Fanning, president of Beverly Hospital. The check represented the major fund raising effort of the 125-member club last year. The funds are to prepare and equip an audiology room at Beverly Hospital.

Larry Drouin, director of music at Beverly High School, was presented a check for \$1,000 for use by the high school band. Drouin announced that a fall football program will be dedicated to Rotary.

Joseph Panko, scholarship chairman, presented checks of \$1,000 each to Christine Dodge, Beverly High School, Russell Sage College; Susan Harmeling,

Bishop Fenwick High School, Harvard College; and Catherine Pantano, Hamilton-Wenham High School, Ithaca College.

The funds were raised from a dance and show by hypnotist and radio personality Larry Glick last May.

A Paul Harris Fellowship award was presented to past president Jack Hyde who now serves as club secretary.

Burt Phillips, who stepped down as club treasurer after 32 years in the post, was presented a mantle clock.

Officers were installed by William Foley. They are, president, Stanley Mikulski; first vice president, Donald Moran; second vice president, Peter Hersee; secretary, Donald Lunn; treasurer, Lawrence Smith; assistant secretary, Jon Busineau; assistant treasurer, Charles Chadder.

### BLANCHETTE RECEIVES HOSPITAL SCHOLARSHIP

IPS TODAY  
7.9.82

Scott Blanchette, of Ipswich, is the recipient of two scholarships sponsored each year by the Hospital for graduating seniors.

Blanchette, an Ipswich High School graduate received the Beverly Hospital Medical Staff Scholarship. He will undertake pre-medical studies at University, Montreal. His interests include computers and programming. He has been a member of the baseball team, ski club and math team and volunteers in the operating room at Beverly Hospital.

Blanchette is the son of Roger and Cynthia Blair of Herrick Drive.

## The family doctor returns

TIMES 7.12.82

When I was growing up our family had one doctor. She brought my brother and I into the world and took care of my father's bursitis, one grandmother's heart problem and my other grandmother's bad circulation.

When someone was sick, my mother would phone the doctor, and that evening she would arrive with the dreaded black bag. I can remember lying in bed shivering with the chills, then burning with fever and hoping that she would find me sick enough to stay home from school, but not so ill that I couldn't go down stairs to watch television.

We still have that same doctor, but for many people today the family doctor is a thing of the past. Rising costs of office visits, an increase in specialists and a decrease in the number of traditional family doctors have left most families without a doctor to call their own.

But that trend may be reversing as "family medicine" training in medical schools slowly becomes more of a specialty of its own.

Two doctors in Hamilton who consider themselves family practitioners recently opened offices.

The newest is Dr. John D. Abramson, who will take over the family practice temporarily shared the past year by three Manchester doctors.

His office will be in the Hamilton Medical Building at 42 Asbury St. Beverly Hospital sponsors the family practice program and went looking for just such a doctor as Abramson.

Abramson said the family medicine practitioner is reminiscent of the old country doctor because he treats the whole person as opposed to a specialist who just treats one part of the body.



### TOWN LINES

By Janet D'Agostino

The family practitioner is at an advantage when treating a patient because he knows the patient's history and he knows him as an individual, he said.

Abramson last year completed a fellowship in Family Medicine at Case Western Reserve University School of Medicine in Cleveland. Before that he completed residency in family practice at University Hospitals of Cleveland.

Abramson said he is willing to answer any questions individuals or groups may have about family practice and that he can be reached at his office.

The other family practitioner is Dr. Stephen Price who along with six other colleagues (not medical doctors) opened a Holistic Health Center at the Wilfordale Complex on Walnut Street.

Price, who still makes house calls, said that he is also concerned with treating the "whole person" and not just the physical ailment.

He said he spends two-thirds of an office visit listening to a patient and obtaining a complete history.

Both doctors agreed the majority of illnesses can be treated by a family practitioner, but they will refer a patient to a specialist when necessary.



# Taking care of the mind

By MARYANNE SOUCY  
Staff reporter

For weeks now you've been feeling low and irritable. Everything you do seems hopeless. You have no interest in socializing and find it difficult to even get up and go to work.

Over the long weekend it got so bad you actually contemplated suicide. And you've thought about it over and over since.

You decide to get some kind of professional help, but where do you go?

To the general practitioner who has been treating you for years? Do you pick a psychiatrist randomly from the yellow pages? Or would a psychologist be better? Maybe a counselor or therapist is what you need?

There are several places on the North Shore that offer comprehensive mental health services. All have people who can talk to you and steer you to the professional best suited to both your income and particular problem.

The Mental Health Association of

the North Shore, 283 Cabot St., Beverly, is a good place to start. The association's main purpose is to direct troubled people to the doctor or clinic that can best help them.

Executive Director Marcia Desmond has the names of dozens of agencies at her finger tips and can decide which is best for a caller after a brief conversation. "There are a lot of mental health services available on the North Shore and I'm here to help people find them," Mrs. Desmond.

They include non-profit groups: North Shore Community Mental Health Center, which has offices on Federal and Charter Streets in Salem (745-2440 or 744-5322); Project Rap, 19 Broadway St., Beverly, (922-0000, hotlines are open 24 hours a day for emergency cases); Children's Friend and Family Services, 48 Bridge St., Salem, (744-7905); the Family Counseling and Guidance Center, across from the King's Grant on Route 128 in Danvers, (774-6820); and the North Shore Counseling Center, 23 Broadway St., Beverly, (922-2280).

"The names of some of these

*"Our goal — the goal — is that mental illness be handled differently than physical illness. It shouldn't be any stigma, any kind of help."*

— Marcia Desmond

agencies are deceiving, but all do offer counseling and a variety of services," Desmond said, pointing out, for example, that the Children's Friend and Family Services offers mental health care to people of all ages, not simply children.

The state Department of Mental Health, which helps fund many of the services provided by these agencies, is also available to assist people seeking mental health care. The Danvers-Salem Area office, 90 Highland Ave., Salem, (745-9110), and the Cape Ann Area office is at 16 Broadway St., Beverly, (927-4466).

Beverly Hospital (922-3000) and Salem Hospital (741-1200) have outpatient mental health services available to area residents, both by

## News 7.14.82 Doctor in obstetrical group

BEVERLY — Associates in OB/GYN, Inc., of the Parkhurst Building announce that Stephen D. Wolanske, M.D., joined their practice this month.

Dr. Wolanske is a graduate of Brown University, Boston University School of Medicine, and trained at Cornell Medical Center in New York. He is the past chief of obstetrics at Walter Reed Medical Center in Washington, D.C., and has most recently been practicing in Ithaca, N.Y. He and his family are living in Hamilton. He is associated in practice with John Garry, M.D., Henry J. Ramini, M.D., and John S. Mutterperl, M.D.

Not High  
H-W CHRON 7.14.82

A recent arrival in Hamilton is the family of Dr. Stephen D. Wolanske, who this month joins the staff of OB/GYN, Inc. of the Parkhurst Building in Beverly. Wolanske is the past chief of obstetrics at Walter Reed Medical Center in Washington, D.C. and most recently has been practicing in Ithaca, N.Y. He is a graduate of Brown University, Boston University School of Medicine and has trained at Cornell Medical Center in Ithaca, N.Y.

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# North Shore baby boom

By The News Staff

7.13.82

This is turning out to be a summer for babies, be they royal, test-tube or just plain folks.

Beverly Hospital is experiencing a "mini baby boom" according to Grayce Kushmerek of the Community Relations staff and an expectant mother herself.

Hunt Memorial Hospital in Danvers reports a dramatic increase in its birth rates, and Salem Hospital expects the trend to continue for some months.

At the beginning of the month there were 32 births in one week at Beverly Hospital. "On one

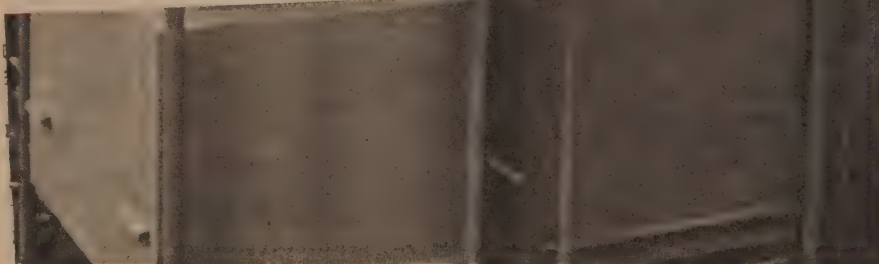
1 from page 1)

indication that the trend "should continue for some time, at least for the next several months."

Cox said Salem Hospital's total births for last year, 1,056, had been about average. But, "at the rate we're going now — we're looking at 100 births a month — we should hit 1,200 this year."

In June, 99 babies were born at Salem Hospital; in May 104 and in April 99.

Cox said hospital officials are unable to explain the surge. He put it down as related to "the demographics of the area."



order of the day at bed in the hospital weeks ago; addi-

tional patients were booked into a solarium and a hastily-converted nurses' conference room.

## ivivake way for babies

### Births are booming at 4 of 5 area hospitals

By HELEN GIFFORD

Babies are booming.

Four out of five North Shore hospitals this week are reporting a steady increase in the number of births, with some approaching or surpassing the numbers of deliveries in the early 1970s, during the last baby boom.

Births at Beverly Hospital are up by 65 so far this year, and at Anna Jaques Hospital in Newburyport they're up by 50.

At Hunt Memorial Hospital in Danvers, births have increased from an average of 40 a month to an average of 60 a month over the past year, according to obstetrical supervisor Lori Thibeault. And Salem Hospital has been delivering between 90 and 114 babies every month for the past six months, compared to an average 80 to 90 a month before.

All four hospitals expect the trend to continue for at least the next six months, with consequences that range from the exciting to the exasperating.

At Beverly Hospital, new mothers overflowed the 16 beds in the maternity unit two weeks ago. The solarium at the end of the hall was hastily converted to a four-bed ward, and when that filled up a new patient was booked into the nurses' conference room on the labor and delivery suite.

At Hunt Hospital, planning has already begun for an expansion and facelift of the maternity unit.

"We need a second birthing room and another labor room and another delivery room," says Hunt's Thibeault. There are no plans to increase the number of post-partum beds, although Thibeault says gynecological patients, who used to be treated in the same unit, are now being transferred to other parts of the hospital because there's no room for them.

More exasperating is the question of where to get enough nurses to care for all the new mothers and babies. The baby boom has coincided with a national nursing shortage. In addition, some of those nurses are busy contributing to the baby boom.

"I keep putting ads in the paper for nurses experienced in labor and delivery, and it's not because we can't keep our help," says Thibeault. "Seven nurses here (from the maternity unit) have had babies in the past year and they're all out on maternity leave."

Childbirth classes taught by nurses at area hospitals are also overflowing. Susan Volkmann, who coordinates the classes for Beverly Hospital, says classes used to average 20

Continued on Page 9b

involved in childbirth, because most of the women she works with have waited for their children, planned for them and are ready and eager to have them.



# Hamilton finally gets a full-time doctor

A-W Chron  
7.14.82

The Hamilton Medical Building, which although covered by three Manchester doctors has lacked a resident physician for the past year, finally has someone to call it home.

Dr. John D. Abramson, a native of Newton, will begin his family medicine practice in Hamilton tomorrow. For the past year Abramson was working on a fellowship at Case Western Reserve University School of Medicine in Cleveland.

"I'm really very happy to be back in the Boston area," Abramson said. "I left Boston in 1972 and didn't realize what a unique place it is. I've missed it ever since. The more I found out about Hamilton, the more it sounded like the ideal situation to settle down in and move into."

The youthful physician said he grew up in Newton but left the Boston area after graduating from Harvard University. He then did two years of graduate work at Dartmouth University before graduating from Brown University in 1976. Abramson followed with an internship in family medicine at the University of North Carolina's Memorial Hospital in Chapel Hill and also worked for the Public Health Service dispensing rural primary

care in Union, West Virginia. He went to Case Western to begin his residency in 1979.

Abramson said he expected his Hamilton practice would begin slowly, but he did not anticipate any real problem getting it off the ground.

"People's patterns of getting medical care change very slowly," he observed. "But the three doctors who have been covering the medical center have sent letters to their patients explaining the situation. Hopefully that will help smooth the transition."

Abramson said the biggest challenge he expects to confront while setting up his practice is the difficulty of convincing people they can get top quality health care from someone who is practicing family medicine. He said in the Boston area in particular, people are used to going to a specialist for every ailment. But he claimed a family practitioner can approach treatment in ways a specialist can not.

"The most important thing in treatment is understanding where a person is coming from and having some feel for what their life is about," he said. "A family practitioner understands his patient's life context well

John

Continued on Page 2

## NEW DOCTOR COMES TO TOWN

Continued from Page 1

enough to deal with the medical problem appropriately. The idea is when you have a problem you have one person to go to who knows you. It's up to him then to treat you and make the appropriate referral."

According to Abramson, the reservation most people have about family practitioners is they believe they are not competent to deal with the more complex problems. That, he said, is wrong.

"It's important to understand that our post-graduate training takes place in a university hospital where there was a close working relationship with many different sub-specialists. Besides, it is optimal to work with the whole family. The problems of one member of the family generally affects the whole system, even if it's only to the extent that parents have to adjust their schedules to care for a child out of school."

Abramson said family practitioners are the "next generation" of the old general practitioner concept. Where general practitioners normally have two years of medical training, he said, family practitioners often have twice as much.

"Family medicine is the general practitioner elevated to specialty status," he said.

"We receive three to four years of training and spend at last three years taking care of all kinds of common medical problems. It's a horizontal training in a broad number of specialties."

"A family practitioner is not giving any less quality care than a specialist — the care is different. The emphasis is on the person rather than the disease. People will gradually understand they won't be receiving second rate care from family medicine."

Abramson, his wife Pinky, two and one-half-year-old son Seth and three-month-old daughter Rebecca are busy this week settling into their new home on Topsfield road in Wenham. He and his wife met while he was working in West Virginia.

The Hamilton Medical Center on Asbury street has been without a full-time physician since Dr. Richard J. Forsyth left his family practice there one year ago. Beverly Hospital then arranged for three Manchester doctors, Dr. Steven Barrett, Dr. Gregory Bazylewicz and Dr. David J. Bush, to assume medical care at the Hamilton building. Abramson said he has known Bazylewicz since they interned together in North Carolina, and it was Bazylewicz who led him to the Hamilton practice.



He

# Staying out of the hospital

*First aid tips for burns, heat exhaustion, bites and*

By JANET D'AGOSTINO  
Staff reporter

Do you have blond hair, blue eyes and burn easily? Then protect yourself from the sun by using sunscreens or a hat.

Do you break out in a rash and start itching if you just walk past a poison ivy plant? Then avoid tenting in a poison ivy patch.

The above advice sounds simple, but a little common sense and prevention can go a long way in preventing a summer trip to the hospital emergency room, according to Dr. Sharad Chitre, the head of emergency services at Beverly Hospital.

Summer is the busiest season for the emergency room, said Chitre, and the most common emergencies are: burns (fire and sun), heat exhaustion (cramps and stroke), poisoning (food and contact), bites (animal, insect, snake), and wounds.

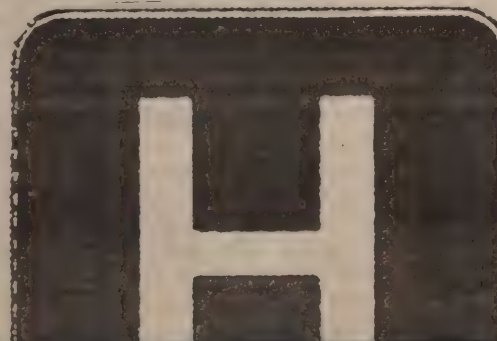
The following is a summary of first aid treatment for some emergencies that might occur at the beach, on camping trips, at cookouts or just in the backyard. Most can be treated successfully at home, but if in doubt, it is best to go to a physician or the nearest emergency facility, said Chitre.

The advice was taken from the Summer First Aid Handbook edited by Chitre and published by Bevelry Hospital.

**Insect bites:** Stings from ants, bees, wasps, hornets or yellow jackets may cause a severe allergic reaction in some people



First aid can prevent a trip to the hospital.



occurs or if there is previous sensitivity.

**Burns:** First degree burns are characterized by redness or discoloring, and pain. Heat exhaustion. Medical treatment is not usually necessary. To relieve pain, apply cool compresses to the affected area. Do not burn the burned area in cold water.

Second degree burns are characterized by red or mottled skin. There is considerable swelling. There is considerable pain. There is a period of several days of healing. The surface due to loss of the top layer of the skin. The damaged layers of the skin are destroyed.

Second degree burns are more painful than deeper or third degree burns, the skin is destroyed.

Immerse the burned area in cool water (not ice water) or apply cool compresses. Do not have been wrung out in water. Pain subsides. Never apply ointment.

Gently blot the area with sterile gauze, a clean cloth or absorbent cotton.

Apply dry, sterile gauze or a protective dressing. Do not use an antiseptic preparation or home remedy. These should be seen by a physician.

Sunburn is produced by overexposure to ultraviolet rays. Sunburn is produced by overexposure to ultraviolet rays. Sunburn is produced by overexposure to ultraviolet rays.



## Baby business booming

Beverly Hospital is getting to be a popular place to be born. Couples from many miles away are opting for the variety of special maternity services offered by the hospital, accounting for a rise in the number of births there; page A5.

# It's become a popular

## Couples from miles away want babies

By VIRGINIA LOWRY  
Staff reporter

BEVERLY — While hospitals throughout the country are reducing or closing maternity units, Beverly Hospital officials have developed a formula for a booming baby business.

The success of Beverly Hospital's obstetrics service, which has seen a steady increase in births since 1976, is not just the result of a slight increase in the national birth rate in recent years, according to spokesman John Good.

Rather, it has been the result of a two-pronged effort by hospital officials to offer many choices to couples, both of today and to be more in line with their wishes.

Good, community relations director for the hospital, said the secret ingredient in the success has been the number of services and a full range of maternity settings for births.

Depending upon mothers' and the wishes of the physicians, a birth can take place in setting

a surgical suite to the North Shore Birth Center, the only facility of its kind in Massachusetts.

Providing the wide range of services accounts for only half the hospital's increase in births, however, according to Good. Hospital officials have also

## No place to hide from heat

By AMY BROWN

How to beat the heat — that was the challenge facing folks from Outer-Linebrook to the Neck last weekend. But with temperatures hovering near 100 degrees, there weren't too many places to hide.

Marcia Bennett, 30, of Northridge road, sought the haven of a dark room where she turned on a fan and settled down to watch old movies.

"That's my favorite thing to do when the weather gets like this. I also spend a lot of time jumping in and out of the shower and then lying down on my bed to catch what little breeze there is," she said.

There wasn't enough of a breeze during the hot spell to chase away the greenheads, but people were willing to put up with a few bites for the chance to dive into the cold ocean water.

Chief of Police at Crane's Beach, Bob Chambers, reported a record number of beachgoers last Sunday — 9628, surpassing the July 5 record of 9400. And that figure includes only the paying customers, not Ipswich residents, he added.

"I've never seen as many people in the water as there were last Sunday at 5:30 p.m. They just didn't want to get out. They kept the lifeguards very busy," Chambers said.

Some of those who retreated to the beach did not keep as cool. Chambers reported several cases of heat prostration and some burned feet.

No deaths were directly attributable to the heat, although one Ipswich man did die from a heart attack on Saturday. Cable Emergency Service personnel said they were busy over the weekend, but that most of the cases were not heat-related.

At Beverly Hospital, spokesman Jack Goode said that as of Monday morning there was only one heat-related case, but people with respiratory, circulatory, and pulmonary problems were beginning to be bothered by the oppressive heat.

"Weather like this really bothers people with lung problems," Goode said.

Dr. Chitre, Chief of Emergency Services at Beverly Hospital, said the one heat-related case had been a person suffering from heat exhaustion, and not the more severe heat stroke.

"This spell is bad and we've been very busy, but I think most people, especially those

Continued on Page 2

## inside

A battle is starting to brew over who should be allowed on the clam flats. .... See page 4.

Visiting Spanish students find Ipswich friendly, but they miss the discos back home. See page 6.

Mineral street residents still don't sleep soundly at night because of gasoline fumes. .... See page 16.

Former Ipswichite John Updike has some advice for would-be writers. .... See page 18.

While steamers bring good prices, the lowly, but tasty, mussel goes begging. .... See page 1b.



# Midwifery <sup>GL TIMES 3</sup> <sup>addition</sup> <sup>get back</sup> <sup>July 27, '82</sup> may be reborn

SPRINGFIELD, Mass. (UPI) — The day of the midwife could be returning in earnest.

A Springfield obstetrician is seeking to open a free-standing birth clinic where babies are delivered by a licensed nurse midwife.

Dr. P.M. Leroy Charles said he has already delivered nine babies at his Maple Street office in the past five weeks. In each case, he said, he has sent mother and child home between three and 12 hours from birth.

The typical hospital stay for an uncomplicated birth is three days.

In the next two months, Charles said, 30 more women are due to deliver at his office at a cost of \$800, if the birth is uncomplicated.

Charles said he is currently seeking a state Public Health Department license for the proposed clinic, "The Alternative Birth Site," so that he can share delivery duties with his associate, nurse midwife Diana McCallum of Chicopee, who has been delivering babies at Baystate Medical Center's Wesson Women's unit for two years.

A spokesman for the Health Department said the license is only in proposal form now, and is being developed by a task force.

Under state law, a doctor does not need a special license to deliver a baby in the office. But a license would be needed if a licensed nurse midwife were to practice in the birth clinic.

Charles said clinics like the one he proposes would not directly compete with maternity hospitals, because he needs them as back-up.

"But there's a realization these days that there's another way to do things," he said.

There is one similar clinic in the state, but that one — the North Shore Birthing Center in Beverly — is a part of the Beverly Hospital license, according to the health department.

As part of the clinic's treatment, Charles said, a pediatrician is on duty 24 hours a day to give each newborn a check-up. After the mother and baby are sent home, a nurse visits them every other day for a week after birth.

He said the stages of pregnancy are carefully monitored, and only "low-risk" patients are accepted for office births.

So far there have been no complications, he said, but should they develop there should be "ample time" to transport a patient by ambulance to one of the region's maternity hospitals to deliver a child by Caesar-section.

# Pediatrician hardly wastes one minute

By VIRGINIA LOWRY  
Staff reporter

BEVERLY — Paula Heimberg is a physician who doesn't waste time.

While working in South Carolina, before joining a group of pediatricians in Beverly last month, she participated in a federally funded Improved Pregnancy Outcome Program. The purpose was to lower fetal mortality, and the program included site visits to improve local medical care of expectant mothers.



Paula Heimberg, M.D.

At the same time, she taught at medical school, helping to work out a system to track high-risk newborns. She helped establish a newborn hyper-thyroid screening program, to prevent one type of mental retardation.

"I had my daughter in the middle of that. I was teaching public health nurses," Dr. Heimberg said.

Daughter Katy went to work with Dr. Heimberg, as a tiny, human "demonstrator."

"Katy was the model for the first four months of her life," she said. "It was an excuse to take her along with me."

Despite her many personal and professional activities during those years, Dr. Heimberg said she never felt "that busy. I've always wound up doing lots of things, because I like to."

Dr. Heimberg is still firmly involved with families — her own and others. While she treats all infants and children with special training — adolescents up to 21 years old — another of her special interests is the nursing mother.

"I think it's very necessary to have a role model... of a working mother who breast feeds."

The doctor, who has lived in Centerville since July 1, has packed far more into her 31 years than most of her male counterparts.

She grew up in New Bedford ("I learned to love Portuguese food there."), then went to Northwestern University, Loyola Medical School and spent a year studying neo-natology at Northwestern Hospital. Two years were spent as a resident at St. Louis University, before she went to South Carolina for another two years. She also spent a year training at Duke University, and served as student coordinator for Tufts Medical School students at Carney Hospital in Boston. Dr. Heimberg remains on the Tufts medical faculty.

While trying to serve as a role model for teenage girls in her own home, Dr. Heimberg acknowledges girls in



# Lessons learned

TIME3  
8.13.82

Boston and Maine freight train 1783 rounded a bend near Pride's Crossing in Beverly and engineers were horror struck by the sight of another train bearing down on them on the same track.

Within seconds a spectacular collision had taken four lives and injured 29. The freight had crashed with a passenger train heading south almost filled with passengers, many of whom had enjoyed the day at Manchester's Singing Beach.

The memory of that tragic day one year ago this week, Aug. 11, is still vivid for victims, rescuers and neighbors. Has a year made any difference?

The B&M, beset by \$11 million or so in law suits, is reluctant to discuss the accident or to admit changes in procedures. Times reporter Joanne Menesale has learned, however, that safety procedures for trains using the same track have been modified somewhat.

The National Transportation Safety Board, after lengthy hearings, generally concluded that the mishap occurred because of a breakdown in understanding between the safety operator in Billerica, who had central responsibility for all train movements, and the tower operator in Salem.

The trains were using the same track because a section in the Beverly Farms area was under repair.

One year ago, the B&M relied primarily on radio and telephone communications to monitor and direct train movements. Somehow the key command which would have moved the freight onto a side track was lost in the maze.

As a result, the B&M now uses a "pilot" system when using a single track. Flagmen are posted at each end and a pilot conductor who has a schedule of trains rides the trains in each direction, directly giving the train orders to the crew and riding back to the next point. No trains can get through without him aboard and he has absolute authority.

What of emergency response?

Luckily, the staff of Beverly Hospital had conducted an emergency disaster drill only hours before they were summoned for real to the train wreck in Pride's Crossing. Their performance, and including swift and efficient relaying of information and handling of the hordes of media representatives, drew widespread and well deserved praise.

Crews from O'Brien's Ambulance service responded speedily and drew warm praise for courage while coping with a still dangerous and uncertain situation.

State police moved in and seemed to take over authority in spite of the presence of Beverly police and Civil Defense personnel.

The question then is two fold:

-Could it happen again?

-Is the community ready to cope with another disaster?

Railroad officials seem certain that the lessons of one year ago have been learned and assimilated. They consider a single track accident highly unlikely in the future.

However, interest in disaster response in the city of Beverly, and in the region, has waned. It makes good sense for emergency planners to think regionally because of the resources one community can offer to another. However, it is difficult to sustain a level of intensity for disaster control, until the next disaster strikes.

And yet preparedness is the best hope to minimize injury, and damage and to regain stability. This, in the final analysis, is the most important lesson from the tragedy of one year ago.

It is a lesson not yet learned on the regional level.

IPD CHRONICLE 8.14.82

## Elderly housing proposal looks good

Beverly Hospital's proposal to put in a 50-unit elderly housing unit at Cable Emergency Service is still in the running, according to Congressman Nick Mavroulos' aide Tom Tillis, and its chances look "pretty good."

Beverly Hospital did not receive a rejection letter from the district, he said, in its bid for HUD (Housing and Urban Development) funding for the project. That, he said, was good news in itself because of the stiff competition for the grant. Within Massachusetts only one grant for a 50-unit, non-metropolitan project will be made, and Tillis said there were applications for 200-350 such projects.

"Obviously, someone is going to lose out. I just hope our district fares well," he

said. One thing in Beverly Hospital's favor, he believed, was the planning and development of the housing unit, which he credits to Paul Lanzikos, Director of Geriatric Care at the hospital.

"If the development team doesn't have its act together, it (the project proposal) gets blown out of the water very soon," Tillis noted.

The area office of HUD has already made a recommendation to the regional administrator's office, which will be forwarded to Washington for final approval. Tillis did not know what that recommendation was, but his feeling from HUD people was that the Ipswich project was still in the running, that it hadn't been rejected.

"In the past HUD has been good to us," he pointed out.

Final approval should come from Washington the third or fourth week of September.

"We're keeping our fingers crossed at this office," Tillis said. "We're pushing for them all the way."

The Cable project received the blessings of town selectmen, the Housing Authority, and the Council on Aging in June.

## Gun safety course offered next month

A course of instruction on the safe handling and storage of firearms will be offered on September 13, 20, and 25.

The course is sponsored by the Association of Ipswich Sportsmen. For more information, call 356-2315, 356-4033, or 356-2579.



# Car-seat law enforcement stresses education

By WENDY E. DORE  
Staff reporter

THU 8.14.82

Eight months after the much-publicized child car seat law took effect, police have yet to seriously enforce the law.

But the publicity and the mere threat of legal action has created a boom in the sale of child car seats.

"People are more interested. They know they have to comply with the law," said Pauline Barker, juvenile department manager at Child World in Danvers. "They're coming in and buying car seats, whether the kids like them or not. And if they buy them, I imagine they use them."

"We're selling a lot," said Cathy Murphy of Toys R Us at the Northshore Shopping Center in Peabody. "We can't keep enough of them."

Few, if any, drivers have been taken to court for violating the child passenger safety law since it went into effect in January. Police say there are too many loopholes in the law and too little public awareness.

Instead of writing citations, police said, they are issuing warnings and trying to teach the public.

"It's an educational process where we stop them (violators) and ask if they realize they have to restrain their

child," said Danvers Safety Officer Gardner Conley. "In a lot of instances, officers have to take their word for what age the child is, and you'd be surprised what people tell you."

"It's done some good, but it's one of those laws there's a lot of gray area."

The child passenger safety law requires all children under age five to be fastened in a properly-adjusted car seat or safety belt when riding in motor vehicles.

Exemptions to the law are: vehicles not equipped with seat belts; vehicles with all seat belts and car seats in use; vehicles for hire such as taxis or limousines; and children physically unable to use a seat belt or a car seat.

The penalty is a \$25 fine, which can be waived if the violator can show a judge a car seat has been purchased.

Beverly Safety Officer Ron Gagne said the law's exemptions make it difficult to enforce.

"Why should John Q. Jones get a ticket because he doesn't fit into one of the exceptions?" Gagne asked.

He said he stopped one woman who told him her child came under the exemption of being "physically unable to use a seat belt or car seat," because the youngster would scream and fuss when restrained.

State police in Topsfield said enforce-

ment was "a matter of education," while troopers from the Lynnfield barracks said a few citations had been given.

But, doctors, nurses, hospital personnel, law enforcers, and the state Department of Public Health, who lobbied for passage of the law in December, want more enforcement.

"If you stop one person, the word gets out and people get serious," said Pat Bartoshek of the state Department of Public Health told police at a recent meeting of the North East Regional Child Passenger Safety Council in Danvers. "For every nine warnings one ticket should be issued."

She added that people could give violators citizen warnings and notify police that the law isn't being followed.

Ms. Bartoshek said progress in informing the public about the law and "persuading police to enforce it has been slow but steady."

One boost to compliance has been car seat loan programs at local hospitals.

Salem Hospital, Beverly Hospital, and Hunt Memorial Hospital in Danvers all lease infant car seats and promote them in their prenatal classes and on the maternity wards.

The cost for seats through those pro-









## THE HOSPITAL CHAPLAIN

*The spiritual healing he offers does help.*

By JO ANN ROWE  
Item Lifestyle Staff

The patient lies in a hospital bed, struggling with pain and a devastating diagnosis, full of anger, apprehension, anxiety and fear. Full, too, of a clear and inescapably real sense of human mortality, and questioning where life goes from here.

For this patient, a hospital's social service department can offer much — counseling, under-

standing, guidance through the painful process of dying.

For many patients, though, lay counseling is not enough. As never before, they need to bring their questions about living and dying to someone with a spiritual association. Someone they think is close to God.

But can regular parish priests, ministers and rabbis attend to their hospitalized parishioners' needs sufficiently, without assistance from a specialist? Is administration of the sacraments enough to calm and soothe the troubled soul of a desperately ill person?

Not according to Rev. Steven Crowson of Salem's Grace Church, and Chaplain Donald Hunt of Beverly Hospital. Both men believe ministering to the spiritual needs of the sick is a calling that requires intensive, sensitive training, not just a desire to do good and visits to deliver the eucharist.

"Every hospital ought to have a department of pastoral services," Crowson insists, "with a director who can coordinate hospital and pastoral staff, make contacts with the patients' parish, make pre-operative visits, make crisis contacts, and do these things with continuity."

In the North Shore hospitals contacted by *The Item*, such coordination is rare. In fact, only Beverly Hospital, of all those surveyed, has the kind of professional pastoral department of which Crowson speaks.

In Lynn and Salem, the Catholic Archdiocese of Boston has provided for its flock with full-time chaplains with salaries drawn from assessments to parishes they serve. It is the only denomination making such a provision.

On March 1, Father David Bartley took over the Catholic chaplaincy of Lynn, Union and Mt. Pleasant Hospitals, succeeding Msgr. John W. Lynch, who had served for 26 years. In Salem, six years ago, Father Richard Driscoll was appointed the first full-time chaplain for Salem, North Shore Children's and Shaughnessy Hospitals.

Other than providing office space and a chapel for the full time Catholic chaplains, the major Lynn and Salem hospitals the Catholic priests

service do not coordinate their visits. Nor do they coordinate visits from Protestant ministers and Jewish rabbis. (Although Boston hospitals have a Jewish chaplaincy organized by Jewish Philanthropies, there is no Jewish chaplaincy program on the North Shore.)

Salem and Shaughnessy both have a rotating schedule for local ministers to give services. Smaller hospitals like J.B. Thomas in Peabody and Mary Alley in Marblehead depend on individual ministers to take it upon themselves to seek out parishioners who are hospitalized, though Mary Alley has established a rotating schedule.

At Salem, a new chapel is being constructed for the weekly masses Father Driscoll says are transmitted over closed-circuit television throughout the hospital.

Such loose organization contrasts sharply with the arrangement at Beverly Hospital. There, Donald Hunt oversees a thoroughly professional program, one he says is typical of programs common in other parts of the country.

Hunt starts his day at 7 a.m., making rounds of the critical care and dialysis units of the hospital. He coordinates his own visits with local parishes, calling each parish to notify them when a church or synagogue member is admitted.

Hunt also provides educational programs for clergy throughout the year on subjects important to hospital chaplaincy, especially counseling on death and dying. He also runs a three-month seminar on clinical pastoral education held every day at the hospital.

Hunt is also available on a full time basis for "crisis intervention," when patients who have no parish connection, or are involved in a crisis while away from home, need a chaplain's help. He also performs services on special request.

"I'm a product of Vatican II," Hunt explains of his 13 years in hospital ministry. "I'm an Episcopalian by ordination, but I'm here on an ecumenical basis. After Vatican II, a group was formed in the Cape Ann area that decided we should work more closely together in the areas of

Continued to next page



Item Photo: Spillane

Reverend Steven Crowson















## 'Love' drew Father Bartley to chaplaincy

What calls a priest to hospital chaplaincy? Father David Bartley says, for him, it was love.

While at St. Mary's parish in Lynn, Bartley had filled in for Msgr. John Lynch, Lynn's full-time Catholic chaplain for 26 years, and found a

natural affinity for the work. So, when the chaplaincy became available, after Msgr. Lynch's death, he sought the job.

"My love of this has come because I have been through some traumas, both emotional and physical, in my own life," Bartley says. "I think God allows us to become more compassionate."

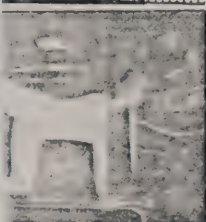
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Item Photo: Crosby

Father David Bartley

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# Father Bartley settles into Lynn

Continued from previous page

ourselves when we've lived through these things."

On March 1, he took over the chaplaincy of Lynn, Union and Mt. Pleasant Hospitals, making himself available 24 hours a day, five days a week. He also has been working on a new Catholic chaplaincy program and has trained lay people to be chaplain's assistants and eucharistic ministers.

Bartley is a man with an intense belief in the love and availability of God in the time of crisis. This belief leads him to approach illness, especially catastrophic illness, as an opportunity to come closer to God in a special way.

And that, Bartley says, is his major goal as chaplain.

"My overall goal is to help people internalize the fact that God is very present in their lives, even in the midst of disease and pain," Bartley says. "There is an increasingly close connection between the physical health of an individual, the psychic peace of an individual and the spiritual health of an individual. I feel very deeply that the spiritual aspect of man is the deepest, the most profound."

At times, Bartley's intense beliefs sound like a catechism of fundamentalist Catholic views. But he is also a humanist and a realist, and though he is not certified as a chaplain, his reading and studies in pastoral counseling have made him aware of the value of just listening and letting his

presence draw out patients' feelings.

"People see that I'm a priest, and for most Catholics that is very comforting," he says of his approach. "I introduce myself, and the person will immediately begin to say what they're experiencing on a physical and emotional level. They don't waste any words in letting me know what their deepest feelings are. People in a life-threatening situation wonder 'why is this happening to me?'"

"People have a chance to come to a deeper realization of their life," he adds. "It opens them to the possibility of prayer. But there are times when I spend half an hour listening before I bring them to prayer, because they aren't open to it right away."

"I recognize their autonomy. Sometimes they will see me and share the differences they've had with the church — and I understand. Sometimes one person, or one incident, will have turned them against the church, and I represent the church to them."

Since there is a significant Catholic population in the Lynn area, there can be more than 300 Catholic patients at one time in the three hospitals Bartley serves. That's why Bartley uses the services of lay ministers to bring the eucharist to hospitalized Catholics. Under his new program, he plans to have two chaplain's assistants in each hospital every day.

But, he emphasizes, the lay ministers will not take his place — he



Father David Bartley comforts a patient. (Item Photo: Crosby)

will touch base with every Catholic admitted to the hospitals during their stay.

Chaplaincy isn't just a day job. Because Lynn Hospital is the designated trauma center for the North Shore, there are many middle-of-the-night calls when Bartley must comfort the families of people killed in accidents.

"That is always the most devastating thing," Bartley says of these traumatic times. "And it happens a lot here. Sometimes I'll be woken up at 11, then come back to sleep and be woken up again at 3 a.m."

"This can be very

draining work. But the most important thing is that people see that you're present and willing to suffer with them. That's when compassion becomes most tangible. And faith is what sustains me."

JO ANN ROWE

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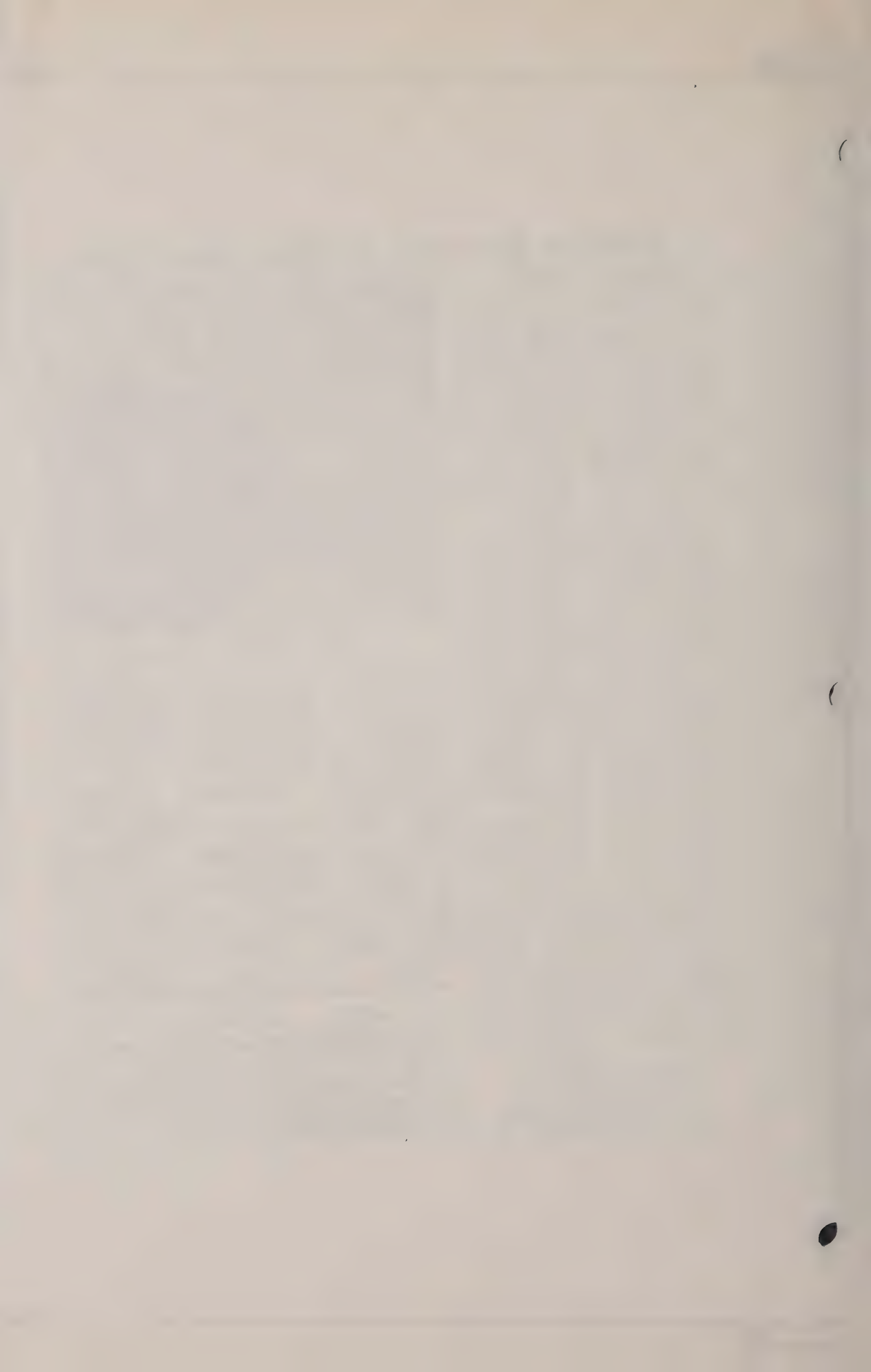
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# beverly

## *Nurses, physicians in*

BEVERLY — Beverly Hospital is one of only two hospitals in Massachusetts to institute joint or collaborative practice, a relatively unique concept which refers to a jointly-determined relationship between the nurses and physicians practicing in a hospital.

"We have two separate disciplines — doctors and nurses — essentially trying to accomplish the same thing, with the patient as the common nucleus," said Mary E. Palmer, director of nursing at the hospital. The purpose of their collaboration is to integrate their care regimens into a single, comprehensive approach to their patients' needs, according to a hospital spokesman.

In 1971, a national commission was established to make recommendations concerning the roles of the physician and the nurse in providing high quality health care to the American people. In 1978, four hospitals across the country participated in a demonstration of how the nurse-physician relationship might be successfully altered and recorded the resulting benefits to patients, nurses, physicians, and the hospital organizations.

Upon completion of the demonstration project in 1981, the commission developed guidelines for the use of other health facilities interested in establishing a collaborative practice effort. The guidelines include introduction of primary

nursing, establishing a joint practice committee of equal numbers of doctors and nurses who practice on a selected trial unit, integration of the patient record, encouragement of nurses' clinical decision-making and conducting joint patient care record review.

It is essential for those hospitals desiring to establish joint practice to achieve an informal consensus of the chief executive officer, head of the medical staff and director of nursing, as well as the staff who will implement the process, the commission stressed. A commitment must also be made to complete the transition to collaborative practice on a trial patient care unit. Abandonment or postponement of the project should be for none but the most serious of reasons.

Beverly Hospital and Tufts-New England Medical Center are the only hospitals in Massachusetts to date to begin the establishment of a collaborative practice concept. Discussions began at Beverly in the Fall of 1981, following release of the report from the national commission.

Having instituted the primary nursing concept several years ago, Beverly had already met the first of the five guidelines. Ayer Unit, a surgical floor, was selected as the trial site, based on interest of nursing staff and physicians admitting patients to that unit and the fact that primary nursing had been in place on Ayer for nearly three years.



Mayo Johnson, M.D., an

Guideline two, appointment of a joint practice committee, has also been accomplished and numerous meetings have been held to develop specific criteria. Administrative direction is provided by Palmer in conjunction with Robert R. Fanning, Jr., hospital president, and Frank S. Carbone, Jr., M.D.

Nursing members of the committee include Maureen Hardy, R.N., associate director of nursing; Patricia Hough,



# ipswich

## Plans geared

IPSWICH — A survey of older persons currently being taken by Beverly Hospital may help document the need for new programs at the former Cable Memorial Hospital. The programs being considered for the former Ipswich

elderly population is increasing, a population which uses the hospital to a greater degree than younger persons.

Lanzikos has been instrumental in the planning of an elderly housing complex on the grounds of Cable, for which federal funds are being sought.

He has been assisted this summer by an administrative intern, Linda Harder of Brookline, who has been working on the survey of North Shore residents, particularly those ages 55 and above.

"The purpose is to determine persons' conceptions of health services and whether any needs are not being met," said Harder.

The survey may strengthen two plans the hospital is considering for Cable, said Harder: an adult day health care center and a respite care facility.

Both programs would provide alternatives to expensive hospital or nursing home care for the elderly, she said.

The day health care program would be a form of senior center, where elderly persons could meet during the day. There would be meals and activities for some, and therapy for others. A nurse would also be on duty. It would be particularly helpful for the elderly person living with his or her children,

shelter at night for persons needing minor medical care. They may be recuperating from an illness, or a member of their family who normally cares for them may be in the hospital or away on vacation, she said.

She added that this dual program was only one of several proposed uses of the Cable facility now being considered.

The survey is being taken of residents in the 15 communities included in the Beverly Hospital service area, roughly from Peabody to Gloucester and Salem to Rowley.

A questionnaire will be mailed to 729 persons in those communities, with the hospital expecting a 20-25 percent return rate. In addition, Harder is working with volunteers, including those at the hospital and some in the Retired Senior Volunteer Program, who help with the mailing and in taking phone interviews or arranging personal interviews. The volunteers, she said "have been very helpful." She has also visited senior centers on the North Shore to explain her task.

Hopefully, she said, most of the surveys will be returned in four to six weeks, with the results then being analyzed and compared with other data, to improve geriatric service at Beverly Hospital.

IPS CHRONICLE

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8-26-82

How nice to see SALLY TLUMACKI'S photo in one of the daily papers. Sally is a registered nurse, and clinical coordinator at the Beverly Hospital. She was photographed with Dr. Mayo Johnson who is chief of surgery at Beverly Hospital. Dr. Johnson is the doctor who went skiing alone at Gordon College, was injured, and waited a long time before help arrived. Johnson knew he was in trouble. Fortunately, help arrived, but it was a close call, and Sally was his nurse while he recuperated. Ipswich is well-represented at Beverly Hospital. ANNE CAVATORTA, R.N. is in charge of primary nurses, and DEANNA CROSS R.N. is administrative coordinator. Sally is the daughter of MARY (LOS) TLUMACKI and STEPHEN TLUMACKI of Farley Avenue, and they are both so proud of their daughter.



# Occupational Health Program

medical services. Programs are conducted at the worksite whenever possible. If desired, a specific physician can be assigned to serve as the client's medical consultant.

## EMPLOYEE ASSISTANCE

The second component of Occupational Health Services identifies, refers and treats employee concerns before these impact negatively on the employee's status and productivity in the work place. Examples of concerns are family difficulties, stress, alcoholism, substance abuse, financial problems and adjustment to career changes.

Employees may contact the Occupational Health program directly for this component of services. Referrals may also be made by company supervisors and managers who have been trained in identifying workers that may be having personal difficulty. Since many employees may not seek help voluntarily, the supervisor-manager training program is a vital and sensitive element of a successful Employee Assistance Program.

An E.A.P. counselor will schedule appointments for employees either at the work

place or at the Hospital. Following an initial assessment interview to determine the nature of the problem, the employee receives counseling through the E.A.P. or may be referred to other local professional agencies such as marriage counselors, psychotherapists, consumer credit counselors or legal aid agencies. Regular reports to the employer include numbers of employees interviewed, type of problems, referrals, case concluded and other demographic data.

Occupational Health Services have already provided some basic assistance to area businesses including the United Shoe Machinery Corporation. Varian in Beverly and Varian Extrin in Gloucester.

At hypertension screenings performed at USM in May, over 500 employees participated. Beverly Hospital staff nurses completed medical history forms, took blood pressure readings and provided educational materials. Completed in two mornings sessions, the program was well received by USM personnel.

In early summer, audiometric services were provided at the hospital for employees of Varian's Beverly and Gloucester sites. Industrial hearing conservation programs are mandated by OSHA regulations to benefit both employer and employee. Additional hearing screenings will be provided at the Varian plants in August through use of a portable audiometric test booth.

The benefits of offering occupational health services to employees are numerous.

In a publication titled "Good Health for Employees and Reduced Health Care Costs for Industry", published by the Health Insurance Association of America, Charles Berry, M.D. cites data to suggest that if one employee stops smoking, a company can expect to save at least \$200 in medical costs per year; if one person controls his blood pressure, costs saved would be \$250 per year; and if one employee reduced his cholesterol, the savings would be \$60 per year.

"While cost savings due to occupational health services are not proved as yet, there can be other tangible benefits in lessened employee absence, improved productivity and better employee-employer communications," says Robert R. Fanning, Jr., Hospital President. "We look forward to working with area businesses and industries to develop comprehensive health promotion and assistance programs of benefit to their personnel."

Further information on Beverly Hospital's Occupational Health Services Program may be obtained by contacting Carol Hillman, Director, Diagnostic-Support Services or Joseph Conley, Administrative Director.



# beverly

NEWS

8.31.82

## *Beverly Hospital service* **Program will meet occupational needs**

**BEVERLY** — Occupational Health Services is a new program offered by Beverly Hospital to identify and recommend management of health and wellness issues associated with a specific work place. The service provides health testing, preventive medicine, health monitoring, accident care and safety control for New England industries and businesses.

"The industrial worksite can pose specific health problems for its employees; respiratory ailments caused by inhalation of chemical fumes; hearing loss due to prolonged exposure to machines producing continual high noise levels; as well as the numerous physical complaints that are symptomatic of stressful, high pressure managerial positions," a hospital spokesman said in announcing the new program.

Working jointly with a task force from the prospective client company, a multidisciplinary occupational health team will assist in a needs determination, tour the work site and recommend service plans suited to the company's needs and budget. The team includes an occupational health nurse, physician advisor, wellness/fitness expert, employee assistance coordinator and administrative assistance. The three main components of service offered are industrial medicine, employee assistance and wellness/fitness.

Industrial medicine services are designed to assess, monitor and restore the health of the worker. Medical evaluations may include pre-employment/pre-placement physicals, executive health exams, disability and back-to-work evaluations or termination/retirement

have been trained in identifying workers that may be having personal difficulty.

The third component of the program, wellness/fitness, is designed to enhance lifestyle management. Varied services might include stress management, smoking modification, weight control and nutritional counseling, assertiveness training, fitness programs, time management, cardiopulmonary resuscitation and first aid, relaxation techniques and communications skills.

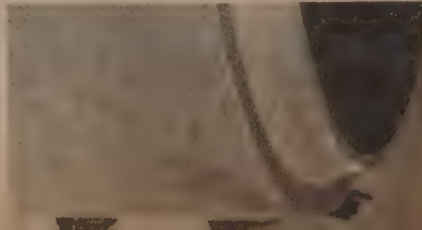
Companies that have already taken advantage of the new program include USM, Varian of Beverly, and Varian-Extrion of Gloucester.

At hypertension screenings performed at USM in May, more than 500 employees participated. Beverly Hospital staff nurses completed history forms, took blood pressure readings, and provided educational materials. Completed in two morning sessions, the program was well received by USM personnel.

In early summer, audiometric services were provided at the hospital for employees of Varian's Beverly and Gloucester sites. Industrial hearing conservation programs are mandated by OSHA regulations to benefit both employer and employee. Additional hearing screenings will be provided at the Varian plants this month through use of a portable audiometric test booth.

Statistics compiled for the Health Insurance Association of America suggest that if one employee stops smoking, a company can expect to save at least \$200 in medical costs per year; if one person controls his blood pressure, costs saved would be \$250 a year; and if one employee

ing on the beach while Michelle Casey, without shoes, for a lot of swimming at Lynch





# LETTERS

## Mighty fine care

To the Editor

I feel compelled at this time to let you, and your readers, know how pleased I am with the Beverly Hospital Staff. It seems few people take the time to commend good work these days and more quick to condemn.

I recently was admitted to Beverly Hospital to have my first child. I was nervous and a little frightened. But from the time I was admitted, received onto the maternity floor, delivered my son, recuperated, and finally released a few days later, I was given the finest care.

Each and every person was understanding and eager to make both my son and I comfortable and secure. They really demonstrated to me what true nursing must be all about.

I hope that anyone requiring hospital care will be as fortunate as myself. Beverly Hospital is lucky to have such a qualified staff.

My deepest appreciation to them all.

Kathy DeLorenzo  
Danvers

# Wonderful help

To the Editor

On August 20, our daughter was involved in a lifesaving incident at Obear Park. We have already extended our personal thanks to everyone involved and would like to take this opportunity to publicly thank them.

First and foremost we'd like to thank Brian Salley and Steve Pia for their quick action. The professionalism displayed by the Beverly Police, O'Brien's Ambulance Medical Technicians, and the Emergency Room Staff at Beverly Hospital is greatly appreciated.

Last but not least, thanks to the crew of the boat "Happiness" for their alertness, and to the person who brought a small boat out to the "Happiness" to make transfers to shore. We do not know who that is but hope they will read this letter and know that we are grateful.

The help and cooperation of all involved will be remembered.

Mike and MaryEllen Foley  
Beverly

## Sibling classes to be held

BEVERLY — Sibling classes will be held at the Beverly Hospital Maternity Unit Sept. 9 from 6:30 to 7:30 p.m. Class includes tour of the unit and a puppet show addressing emotions and questions arising from the birth of a new baby. Children of all ages are welcome and parents may attend. Register with the Maternity Unit.

## Birch class at hospital

BEVERLY — Early birth education classes will be held in the Beverly Hospital lecture hall Sept. 9 and 16 at 7 p.m. The course covers early nutrition, preparation for breast feeding, fetal development and exercise for those in their first trimester of pregnancy. Registration must be made with the Maternity Unit, 922-3000, ext. 443.

# Goings on

## Maternity Programs

Early Childbirth Education Classes will be held in Beverly Hospital Lecture Hall on Sept. 9 and 16 at 7 p.m. Course covers early nutrition, preparation for breast feeding, fetal development and exercises for those in first trimester of pregnancy. Register with the Maternity Unit, 922-3000, ext. 443.

Siblings Class will be held in Beverly Hospital Maternity Unit on Sept. 9 from 6:30 — 7:30 p.m. Class includes tour of the unit and a puppet show addressing emotions and questions arising from birth of a new baby. Children of all ages are welcome, and parents may attend. Register with the Maternity Unit, 922-3000, ext. 443.

# Cable housing passes first test

By KARYN KORIETH  
News Staff

IPSWICH — A proposal for a \$2 million 50-unit elderly housing project on the grounds of the former Cable Memorial Hospital has survived the first round of the grant application process through the U.S. Department of Housing and Urban Development.

Paul J. Lanzikos, director of geriatric and long-term care programs at Beverly Hospital, said Tuesday the proposal was reviewed for technical merit in the Boston HUD office, and has been sent on to the regional HUD office for approval.

Hospital officials expect a final decision by Sept. 30.

The hospital had been rejected last year in its quest for a \$3.5 million grant to renovate the former hospital building and build an addition for 78 elderly housing units.

HUD policy prohibited joining a housing project with an emergency center, so the revised plan was for a building separate from the existing structure. The number of units on the revised plan was also cut to 50.

The plans call for a two-story, U-shaped building to be constructed along County Road, on the front lawn of the former Cable Memorial Hospital. An ambulance garage would be moved to the left of the hospital.

The new building would have 14 efficiency units and 36 single bedroom units, including three for handicapped persons.

The project, which would be called "Cable Gardens," includes a plan for a 40-year contract with the government for rental housing subsidy, new programs for the elderly, continuation of the emergency room and radiology service, and the possibility of a skilled nursing facility behind the existing building.

The housing project would be run independently of the Ipswich Housing Authority by a private management firm, under the direction of the Cable Housing and Health Services Corp., a group of Ipswich residents set up to build and manage the housing project.

The proposal has been endorsed by the Ipswich Housing Authority and the Board of Selectmen — factors that hospital officials felt would help strengthen their request.



IPS CHRONICLE 9.1.82

# EMTs say the worst calls are fatalities and injured kids

By KEN MAYO

Fatalities and injured children are two of the worst possible calls. Babies who've stopped breathing are right up there. So are traffic accidents, especially the ones involving

drunks behind the wheel. They often seem to walk away from the crash, leaving their passengers broken and trapped inside the car.

Add to that list the victims of violent crimes and the poor souls who've tried to do away with themselves. And don't forget the calls involving friends or acquaintances, they can be particularly difficult.

Ask just about any emergency medical technician (EMT) what his or her most harrowing call has been and chances are the reply will include one, and probably more, of the above. Even the more routine ambulance calls can be upsetting if the details are sketchy.

"When you know what you're going to, you can prepare yourself," says EMT Charlie O'Donnell of Salem. Usually EMTs aren't told a whole lot about the calls they're going out on. They just know that when they get there, they'll have to be quick and thorough.

O'Donnell has been an EMT for about eight months. Before that, he taught school in Dorchester for a year and worked as a landscaper. He's one of the EMTs working for the Peter F. Poor Ambulance Service out of the Cable Emergency Service of Beverly Hospital in Ipswich. From there, EMTs service Ipswich and Wenham and act as a back-up for the Hamilton Police Department's ambulance.

"You don't find many people over the age of 30 in this field," says O'Donnell.

The towns that buy emergency medical services are looking for the best price they can get, in order to keep their budgets low. In a highly competitive field where equipment can be terribly expensive — a new, unequipped ambulance goes for \$25,000 to \$30,000, according to one EMT — keeping

personnel costs low is one way ambulance companies can try to keep a lid on their operating costs.

## Pay is low

Many people leave the emergency medical services field because the pay is so low, explains O'Donnell.

"Most of the people who leave this field become police officers," says Kim Marchand. An Ipswich native, Marchand and O'Donnell are one of the EMT teams working for Peter Poor out of Cable.

Many of the EMTs working for Peter Poor are police officers or firefighters, says Susan Cole, an EMT. She's also Marchand's roommate.

Because Poor's emergency medical technicians are represented by the Teamster's union, their pay is better than

## New regional ambulance service begun — Page 4b

most. And since Poor pays so well, he can choose the best people to work for him, says Cole.

There are two EMTs to a team, and each team works a 24-hour shift out of Cable. They have a small room with bunkbeds and lockers, and they have another room with a table and chairs. Cable's medical facilities are a few yards away, down the hall.

"Ipswich and Hamilton and Wenham are fairly small communities," says Peter Poor. "Some days the EMTs will

Continued on Page 16



STANDING BY his ambulance is Peter Poor, whose company supplies Wenham, among other towns, with emergency services. (Photo by Ken Mayo)

IPS CHRONICLE 9.2.82

## Elderly housing clears hurdle

The proposal for a \$2 million 50-unit elderly housing project on the grounds of the former Cable Memorial Hospital has survived the first round of the grant application process through the U.S. Department of Housing and Urban Development.

Paul J. Lanzikos, director of geriatric and long-term care programs at Beverly Hospital, said Tuesday the proposal was reviewed for technical merit in the Boston HUD office and has been sent on to the regional HUD office for approval.

Hospital officials expect a final decision by Sept. 30.

The plans call for a two-story, U-shaped building to be constructed along County Road, on the front lawn of Cable Emergency. The ambulance garage would be moved to the left of the hospital.

The new building would have 14 efficiency units and 36 single bedroom units, including three for handicapped persons.

The project would be called "Cable Gardens" and would be run by a private management firm under the direction of the Cable Housing and Health Services Corp., a group of independent Ipswich residents set up to build and manage the housing project.

Hospital officials feel their chances are improved by the fact that both the Board of Selectmen and the Ipswich Housing Authority have endorsed the project.



TIMES 9.9.82

# Useful devices for elderly, handicapped to be shown

By ROSEMARY ANZALONE  
Staff reporter

PEABODY — With today's innovative equipment, disabled people have more access to the world around them.

And North Shore Elder Services Inc. (NSES) is having an open house to show people what is available to people with disabilities.

"And You Can Do It," a display of technology in adaptive equipment, will be Thursday, Sept. 16 at North Shore Elder Services, 484 Lowell St., from 3 to 5 p.m.

"There are many elderly who are also disabled by the fact that they need someone to help take care of them," said Susan Hardman of NSES. "So, we want to inform people of what's available."

Ms. Hardman said about 400 invitations were sent to area social service agencies, churches and hospitals in an effort to educate the people who work with the elderly and the disabled.

Salem and Beverly hospitals, Shaughnessy Rehabilitation Hospital, the Center for Independent Living, the Blind Association, New England Home for the Deaf and several pharmacies plan to exhibit during the open house.

A new motorized wheelchair, which resembles a cart, will also be on display.

"We hope to have a lot of speakers. It should be interesting for consumers and staff who work with the handicapped," she said. "We hope anyone interested will come. It will also give people a chance to meet the North Shore Elder Services staff."

Refreshments will be served.

## Stroke club to meet

News 9.9.82

DANVERS — The Danvers Easter Seal Stroke Club will hold its monthly meeting at Holy Trinity Methodist Church, 16 Sylvan Street, Thursday, Sept. 16 at 2 p.m. Margaret Phillips, physical therapist from Beverly Hospital will be speaking on post stroke therapy and exercise. Friends and relatives are welcome to attend.

## Stroke Club to meet

TIMES 9.9.82

The Danvers Easter Seal Stroke Club will hold its monthly meeting at the Holy Trinity Methodist Church, 16 Sylvan St., Thursday, Sept. 16 at 2 p.m. Ms. Margaret Phillips, a physical therapist at Beverly Hospital, will be speaking on post stroke therapy and exercise. Friends and relatives are welcome.

Stroke Clubs are sponsored by the Easter Seal Society to provide support for those who have suffered a stroke, their families and friends. The club provides members with the opportunity to socialize and share experience with others.

For further information call Judy Spurr at the Easter Seal Society, 683-1259.

TIMES 9.9.82

# Health care for elderly a ma

Robert Fanning Jr. is president of Beverly Hospital and an officer of several state and national hospital organizations

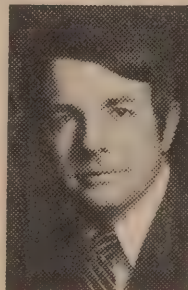
By ROBERT R. FANNING, JR.

The past few years have brought increasing recognition of the "geriatric imperative."

The unprecedented rise in both number and proportion of the elderly in the United States is now reported almost daily in official documents, professional journals and the popular press. The impact of this "graying" of America is already beginning to be felt throughout our social, cultural, economic and political institutions. Nowhere, however, will the impact be greater than in the health field.

Right here on the North Shore, 13.8 percent of our population is aged 65 or older. Not only is this higher than the statewide proportion of 12.7 percent, it is even larger than the United States overall (11.3 percent). Furthermore, the North Shore's proportion of elderly has increased at a faster rate than any other region or the nation.

The proportion of national health care resources and costs for care of the elderly is rising even faster than their numbers. The nursing home industry is experiencing signifi-



IT SEEMS  
TO ME

cant cost increases, with national expenditures projected at \$42 billion by 1985. Acute care hospitals often find that 50 percent or more of their beds are occupied by Medicare patients.

While the late 60s brought enormous growth in social welfare and health programs for the elderly and others, the pendulum is now swinging toward cost controls and a reduced commitment to social support systems. The recent House-Senate agreement on the 1983 federal budget includes cuts of nearly \$14.3 billion for the Medicare and Medicaid programs. The Reagan Administration has made clear that its overriding concern is with cost control and not with improving access to or quality of care and services.





Older hospital buildings being demolished for parking spaces

## *'A lot of history' is gone*

By **TOM CLARK**  
News Staff

9.10.82

BEVERLY — Bill Blanchard saw "a lot of history going down the drain" this week as workmen continued the demolition of two older buildings at Beverly Hospital to make room for badly-needed parking spaces.

Blanchard, one of the hospital's most senior employees with 42 years service, has mixed emotions about the former Sears Ward and Vaughn buildings coming down. "It's almost like a kid seeing his old school torn down," Blanchard said as the wrecking crane took another large bite of the Sears Ward. "There are a lot of memories in there," he said, although he readily concedes the two buildings "have served their purposes" and are no longer adequate by today's medical standards.

But they certainly were more than adequate when interns used to climb

aboard "an erector set" to watch Dr. Peer Johnson perform, Blanchard said as he gazed up at the bay window in the Vaughn Building where the noted Beverly surgeon held forth for many years. "He was the man of the hour," Blanchard said. Blanchard's eyes next settled on what used to be the "ether room" and then upon the front door as he recalled the time a local woman gave birth to a baby just inside the doorway during a raging snowstorm. The emergency room also used to be in the Vaughn Building and Blanchard remembers priests driving up with injured parishioners and ambulances getting stuck in the snow and having to be shoveled out by hand.

Blanchard looked back upon what little was left of the Sears Ward as if he were still seeing the whole building. "It used to look like an estate with all the awnings on it," he said.

Garden City Times 9.11.82

**THOMAS W. ADAMS MD**

*announces*

the relocation of his practice in pediatrics and adolescent medicine on October 1st to the New Medical Building at Beverly Hospital in association with Drs. Norwood, Kritemen and Heimberg.

For information or appointments until October 1st call 927-2724; after October 1st call Garden City Pediatrics 927-4980.



# beverly

News 9.16.82

## *Cardiology Services has new director*

BEVERLY — Beverly Hospital has named David Koh, M.D., as the director of Cardiology Services, effective Aug. 23. He is director of the cardiac care unit as well as the progressive care telemetry unit.

Koh will also be responsible for developing facilities at the hospital for the diagnosis and treatment of heart disease and will also be establishing a cardiac rehabilitation program.

"I believe the community is well attuned to the need to modify certain risk factors, such as high blood pressure and smoking, in order to help prevent cardiovascular disease," Koh says. "Our intent is to coordinate community awareness with available services at the hospital to develop a full program of benefit to the healthy individual as well as the post-cardiac patient," he adds.

According to the new director, studies have suggested that a cardiac rehabilitation program can positively influence lifestyle and longevity. A combined program of health education, risk factor modification, nutritional services, and physical therapy will first be developed for



David Koh, M.D. plans full program

inpatients at the hospital and later expanded to include outpatients.

A graduate of M.I.T., Koh received his medical degree from Harvard Medical School in 1974 and completed his internal medicine training at Beth Israel Hospital in Boston. He served on the teaching faculty in the Department of Medicine, University

of Washington in Seattle after finishing his cardiology fellowship there.

Board certified in Internal Medicine and Cardiovascular Diseases, he is a Fellow of the American College of Cardiology.

He resides in Marblehead with his wife and two children. His office is located at Beverly Hospital.



# Learning to be a sibling

## *An introduction for kids expecting a baby*

By CRAIG D. ROSE

**I**t just wasn't fair. Mom started looking like she swallowed a basketball and the next thing you knew, she and dad were telling you to prepare to share the house with a *sibling*.

What a raw deal; you asked for a dog, not a sibling. At least mom went to classes to learn how to be a mother. Pop even went along to learn his part. But you, little you, were left to figure for yourself what to do with that baby. No wonder you turned out to be such a lousy brother or sister.

But take heart, wayward siblings, now you can LEARN to be a good brother or sister. You can sign up for the siblings class at Beverly Hospital.

The class is one more in an array of classes offered by the hospital's maternity unit that includes expectant parents' classes, birthing room orientation classes, parenting classes, Caesarian birth classes and refresher classes. Some are convinced that these kinds of classes are part of a plot hatched in southern California to reduce human variety to the consistency of McDonald's hamburgers.

But Sue Volkman, the 30-year-old registered nurse who initiated the local siblings class and is the instructor for the maternity unit, lives in Salem. What's more, she recognizes that there was a time when classes in parenting, childbirth or being a sibling may have been somewhat superfluous.

Those were the days when girls learned what they did about mothering from aunts and neighbors or anybody else they came in contact with and watched.

Kids got their education in being brothers and sisters, both good and bad, in much the same way. There was even therapy then too, only it was sometimes called going over for a cup of coffee, when the next door neighbor would greet you by saying, "That kid is driving me absolutely crazy because he..." And you'd answer, "You think that's bad! Well mine went and..." By the end, you'd both feel better.

Much of the education and support people need was built into their lives.

Now, said Volkman, "When you have babies, most mothers work, so they don't have time for that cup of coffee."

Volkman is a mother who tried to read her way into expertise. She describes birth as a "crisis, but a good crisis."

She read everything she could prior to giving birth to her son and thought she was all set for motherhood. Besides, she specializes in obstetrics. But still something was missing.

"I wanted someone to say, 'You're doing it right,' or 'Oh, he just needs to cry.'"

So to some extent the classes are a substitute for the experience that was part of life before mothers were forced into the job market or neighborhoods were steamrolled by condominiums.

"I read about it (siblings classes) in the literature and we were involving siblings more and more in the classes anyway," Volkman said in describing how the project got started.

**T**he one-session class is open to children from ages one to 14, as well as parents and grandparents. A group of about 20 people gathered on a recent night, among them Sarah Stewart of Beverly.

"I wanted to learn more about babies because my mother's gonna have one in October," said Sarah, who is five.

Not that Sarah was starting completely from scratch.

"I know how to take care of the baby a little ... I know how to feed them their bottle," she said, but added that she hoped to learn how to "put the diaper on it, how to put it in the crib and stuff like that."

The first part of siblings class, however, is a tour beginning with a visit to see the babies in the nursery, sleeping soundly (to a Muzak-format radio station) in their clear plastic bassinets behind the glass. Then the group visited a room "like the one where mommy will stay."

"And this is a magic bed," Volkman said about the electric hospital bed. "Mommy's gonna have fun in this bed, right?"

"Lots," groaned Allison Tullercash, a two-time veteran of the magic bed, due to return again any day now.

The sibling students learn about wearing "johnnies," to keep clean — somebody even tries one on — and washing their hands before handling the baby.



**A NEW WORLD** — Albert baby care to his family — after taking the sibling class.





Chris Drohan, R.N., Beverly Hospital maternity staff nurse, shows new puppet used in class to help siblings cope with new baby in the family.

TIMES 9.20.82

## Puppet tells siblings all about the new baby

BEVERLY — Most children love a puppet show, and if they can learn something while being entertained, so much the better.

Combining education with enjoyment is the goal of Susan Volkmann, R.N., instructor for Beverly Hospital's maternity unit, who has added a puppet to her monthly classes for children who are soon to have a new brother or sister.

"I borrowed the idea from our pediatric nurses, who devised a puppet show several years ago to introduce children to hospital procedures and equipment prior to their admission," says Ms. Volkmann.

"It works so well for them in lessening the children's anxiety and questions. I felt it would do the same for children who were worried or unsure about having a new baby to share with the family."

Siblings of all ages are welcome in the classes, which are particularly beneficial to children in the 2-8 year range. Each program begins with a tour of the maternity unit and the room "where Mommy will be staying."

"We have her respond in simple terms about coming with father or grandparents to visit, washing hands and putting on a gown in order to hold the new baby," Ms. Volkmann said.

The emotions of missing mother and jealousy of the care and attention required by infants is also carefully addressed in Abigail's dialogue, with emphasis on what the older children can do to help with the baby and the enjoyment of watching a brother or sister grow.

For example, says Ms. Volkmann, the only child frequently worries that he or she will not be loved as much when another child joins the family.

"We ask the children if they love both their parents, and of course the response is they do," she continues. "We explain that their parents can also love both (or more) children as the special individuals they each may be."

A finishing touch to the siblings class is a butterfly mobile kit that each child may take home to make and hang in the baby's room.

Chris Drohan, R.N., maternity staff

## Fine hearing help

TIMES  
9.14.82

To the Editor:

I would like to take a few minutes to tell you about the wonderful things that have been done for our little boy at the Speech and Audiology Dept. at the Outpatient Clinic and Beverly Hospital.

When Alan was 2½, he could say just a few words, could understand only a little of our speech with difficulty and thus we suspected he might not hear normally.

He was tested at Beverly Hospital and hearing aids were lent to him until his own fitted aids (for which the state of Mass. helps pay if there is a need) arrived. Speech and audio therapy were begun twice per week and continued for eight months until he was three and entered the pre-school Special Needs class in Hamilton where he also received excellent therapy.

We cannot thank these people enough, who, with their persistence, cheerful encouragement, and special training took this non-communicative, frustrated little boy in his prime learning years and transformed him into the happy, hearing (borderline normal with aids) communicating 4 year old he is today. We would urge anyone who suspects any hearing loss in himself or someone he knows, to encourage their person to make an appointment with this clinic. Our praise and thanks to Jackie, Gail, Judy, Cindy and all the others at Speech & Audio Dept. at Beverly Hospital.

Mary Shearer  
Beverly



TIMES 9.17.82

# Beverly Hospital named head of cardiology service

BEVERLY — The Beverly Hospital has named David Koh, M.D. the director of Cardiology Services.

He will be director of the cardiac care unit as well as the progressive care telemetry unit.

Dr. Koh will be responsible for developing facilities at the hospital for the diagnosis and treatment of heart disease. He will also be establishing a cardiac rehabilitation program.

"I believe the community is well attuned to the need to modify certain risk factors, such as high blood pressure and smoking, in order to help prevent cardiovascular disease," Dr. Koh said. "Our intent is to coordinate community awareness with available services at the hospital to develop a full program of benefit to the healthy individual as well as the post-cardiac patient."

According to the cardiologist, studies have suggested that a cardiac rehabilitation program can positively influence

lifestyle and longevity. A combined program of health education, risk factor modification, nutritional services, and physical therapy will first be developed for inpatients at the hospital and later expanded to include outpatients.

A graduate of M.I.T., Dr. Koh received his medical degree from Harvard Medical School in 1974 and completed his internal medicine training at Beth Israel Hospital, Boston. He served on the teaching faculty in the Department of Medicine, University of Washington, Seattle after finishing his cardiology fellowship there.

Board certified in Internal Medicine and Cardiovascular Diseases, he is a Fellow of the American College of Cardiology.

Dr. Koh resides in Marblehead with his wife and two children. His office is located at Beverly Hospital.

IPS. TODAY 9.17.82

## hospital needs permit for cable conversion

Building Inspector Ralph Hebert said yesterday that before Beverly Hospital could be issued a permit to construct 50 elderly housing units at the Cable Emergency Service site on County Road, a special permit would have to be obtained from the Planning Board or the Zoning Board of Appeals.

Beverly Hospital officials have requested a \$2.3 million grant for federal funds for the housing development and is awaiting approval by the Department of Housing and Urban Development. The plan passed its first check two weeks ago with the Boston office of HUD and the plan was sent to the regional and Washington offices for final approval of what has been named Cable Gardens.

Building Inspector Hebert observed that the Cable grounds are in an area which is zoned for rural residential and agricultural structures which requires that for every living unit there must be one square acre of land. The area at Cable is estimated at 10 to 11 acres.

Paul Lanzikos, director of geriatric and long-term care programs at Beverly Hospital, said that he is aware that special permission would be needed to get the project under way. "We will be requesting it," he stated. "We will go into it in full detail when we know whether we are going to go forward with the housing or not."

But let us listen to Tom Henson

## Three physicians will treat the spirit as well

By ROSEMARY ANZALONE  
Times staff

9.22.82

PEABODY — For three local doctors, spiritual health is as important as mental health.

So, with five other health care professionals, they formed a service called H.I.S. Associates which they say treats the "whole person."

The doctors had belonged to what was known as Health Integration Services Inc. at One Scouting Way, a non-profit group which went out of business in February.

Health Integration Services had a

staff of 36 physicians and other health care professionals. Most of the physicians went into private practice, several of them at the Willowdale Medical Center Inc. in Hamilton.

But eight staff members who specialized in mental health decided to regroup and form H.I.S. Associates. They are operating from the same location but no longer have a non-profit status.

H.I.S. Associates offers psychotherapy for individuals, marriage counseling, pre-marital counseling, family therapy, child psychotherapy and play therapy, psychiatric evaluation for adults and children, psychological and neuropsy-

chological testing, group therapy and vocational and career evaluation.

The group is also committed to using its professional skills to support the "crucial ministry" of Christianity.

Joseph Lombardi, who has a doctorate in psychology, said his group ministers to the whole person, believing physical and spiritual needs have a great impact on psychological well being.

"By emphasizing the whole person, we don't mean we are into fads. We don't offer massage sessions," he said.

Although the Christian Bookstore Distributors have bought the building at



# Hospital Puppet Show Helps Youngsters Cope

BEVERLY — All kids love a puppet show, and if they can learn something while being entertained, so much the better.

Combining education with enjoyment is the goal of Susan Volkmann, R.N., instructor for Beverly Hospital's Maternity Unit, who has added the puppet component to her monthly



THE SALEM, MASS., EVENING NEWS — WEDNESDAY, SEPTEMBER 22, 1982 34

## Maternity unit uses a puppet

BEVERLY — All kids love a puppet show, and if they can learn something while being entertained, so much the better.

Combining education with enjoyment is the goal of Susan Volkmann, R.N., instructor for Beverly Hospital's Maternity Unit, who has added the puppet component to her monthly classes for children who are soon to have a new brother or sister.

"I borrowed the idea from our pediatric nurses, who devised a puppet show several years ago to introduce children to hospital procedures and equipment prior to their admission," Volkmann says. "It works so well for them in lessening the children's anxiety and questions, I felt it would do the same for children who were worried or unsure about having a new baby to share with the family," she said.

Siblings of all ages are welcome in the classes, although they are particularly beneficial to children in the 2 to 8-year-old range. Each program begins with a tour of the Maternity Unit and the room "where Mommy will be staying."

The puppet "Abigail" is then introduced, sporting blond pigtails and calico dress, to talk with the young students about her own experience in dealing with a new baby.

"We ask Abigail questions that often worry the first born or younger



Susan Volkmann, left, and Chris Drohan, registered nurses on Beverly Hospital's Maternity Unit, admire new puppet used in class to help siblings cope better with new baby in the family.

child, such as why mother has to go to the hospital and how long she will be away. We have her respond in simple terms about coming with father or grandparents to visit, washing hands and putting on a gown in order to hold the new baby," Volkmann explained.

The emotions of missing mother and jealousy of the care and attention required by infants is also carefully addressed in Abigail's dialogue, with emphasis on what the older children can do with the baby and the enjoyment of watching a brother or sister grow.

For example, Volkmann says, the only child frequently worries that he or she will not be loved as much when another child joins the family. "We ask the children if they love both their parents, and of course the response is they do," she continues. "We explain

that their parents can also love both (or more) children as the special individuals they each may be," she adds.

A finishing touch to the siblings class is a butterfly mobile kit that each child may take home to make and hang in the baby's room.

Chris Drohan, R.N., Maternity Staff Nurse, will assist Volkmann with the puppet show. A former pediatric nurse, Drohan was instrumental in developing the successful puppet teaching program on that floor and was happy to lend her expertise to the siblings class effort.

Volkmann said she is not aware of any other hospital using a puppet as a teaching adjunct in siblings classes. "We have a good program that just seemed to need a little something extra. That's when I thought of Abigail," she said.



# Hospital housing plan denied grant

By KARYN KORIETH *9.24.82*  
News Staff

IPSWICH — Beverly Hospital's plans to build a 50-unit elderly housing project on the grounds of the former Cable Memorial Hospital received a crushing blow Thursday when a \$2 million federal grant was denied.

U.S. Department of Housing and Urban Development spokesman Virginia Welsh said from Washington that Ipswich was not among the nine cities and towns to receive a total of \$24.7 million for elderly and handicapped housing projects in Massachusetts.

"The competition was very stiff," said Thomas Tilas, an aide for Congressman Nicholas Mavroules. "The application was a good one, there were just

not enough units to go around," he said.

Welsh said there were 1,485 applications nationwide requesting \$3.5 billion for elderly housing projects, but only 323 projects were awarded a total of \$716 million in grants. "The demand far exceeded the supply," she said.

Another card stacked against the Cable housing project was that only 50 elderly housing units were to be granted outside of the metropolitan Boston area.

Paul J. Lanzikos, who as director of geriatric and long-term care programs at Beverly Hospital has been instrumental in the planning of the elderly housing complex, said he had not received official word on the grant denial from HUD by late Thursday afternoon.

The grant rejection Thursday was the second time. Beverly Hospital has been turned down for funding to construct elderly housing on the former Cable Hospital grounds.

Beverly Hospital applied for a \$3.2 million grant last year to renovate the former hospital into a 78-unit elderly housing project, but the request was rejected on a technicality.

The revised plan submitted in July was for a 50-unit elderly housing project on the front lawn of the former Cable Memorial Hospital. The plans called for construction of a two-story building along County Road, with an ambulance garage to be moved to the left of the hospital.

CABLE

(Continued on Page 14)

## Critical care ambulance to be static

By DAN MURPHY  
Associate editor *9.24.82*

BEVERLY — A specially equipped ambulance manned by paramedics will be stationed at Beverly Hospital starting Monday.

The so-called "advanced life support" (ALS) vehicle is part of a regional plan designed to provide high quality emergency care where and when it is needed from Everett to Cape Ann.

"The idea is to avoid interfering with the basic ambulance service, but to provide advanced care when needed and when timely," said Dr. Jim Wasco.

"If the basic ambulance people such as O'Brien's get there first with their emergency medical technicians and the patient is ready for transport, they should go rather than wait for the ALS."

The system will work through a central communications center at Lynn's Union Hospital. Dr. Wasco, who appears regularly on Channel 4's Evening Magazine, is the physician in charge of the program. Representatives of the region's 18 hospitals have been preparing the program for the past three years.

Dr. Wasco, Joan Rivers of the North Shore Hospital Council and Robert Fanning, president of Beverly Hospital,

hosted a luncheon meeting Tuesday at the hospital for North Shore fire, police and ambulance executives.

"It came to the point where if we tried to design the perfect system, we would never get on the street," said Dr. Wasco.

"The key will be communication among emergency personnel and we will be closely monitoring who responds, how the units respond and the follow-up treatment," he said.

Joan Rivers explained one ALS ambulance is on duty in the southern part of the region. The second will alternate between Beverly and Salem Hospitals



Times Sept. 25 1982

# Hospital rejected for housing funds

By JANET D'AGOSTINO  
Times staff

IPSWICH — Beverly Hospital has again been denied a federal loan to build 50 units of housing for the elderly on the front lawn of the former Cable Memorial Hospital.

Hospital officials received unofficial word by telephone yesterday that they would not be receiving the \$2 million dollar loan, said Grace Kushmerek of Beverly Hospital's community relations office. The loan was rejected a year ago, also.

"But it was not all negative," said Mrs. Kushmerek. "The proposal was technically approved by the area office before going to Washington D.C."

"The project was not rejected. We just did not have enough money," said Eleanor White, chief of the multifamily housing programs branch in the Boston office of Housing and Urban Development.

Limited funds at the national level, cut from past appropriations, were given as a major reason for the rejection.

"If they apply again next year their chances will be better because they have the benefit of our review and can improve the application," she said.

Officials from the hospital said they will resubmit their plan in the next funding cycle to construct a two-story building along County Road. The plans called for the ambulance garage to be moved to the left of the former hospital.

The Cable Gardens project was endorsed by the Ipswich Housing Authority and the Board of Selectmen.

"We have been encouraged to step up our efforts to secure any available funds from state and federal sources to assure the future reality of this project," said Robert R. Fanning, Jr., president of Beverly Hospital.

Last year a mistake in the application process for a \$3.2 million loan resulted in rejection of a plan for 78 units of elderly housing.

Beverly Hospital's application was one of 42 in the state seeking funding. The loan is for capital costs of construction to be repaid out of the project income, said Ms. White.

"We had funds for 450 units across the state, and within that competition there was a smaller competition among the non-metropolitan areas," she said.

Those four areas — Ipswich, Littleton, Newbury and Newburyport — were reviewed and ranked according to a point system, she said.

The Newbury and Newburyport proposals were rejected. The Beverly Hospital plan, although approved,

Hospital, page A8

## • Housing

Continued from page 1

able, did not rank high enough and Littleton is receiving the monies.

Although Ipswich now has housing for the elderly and Littleton does not, Ms. White said that was not a major reason for Littleton's approval.

There are nine cities and towns receiving a total of \$24.6 million for elderly and handicapped housing in the state: Worcester, Littleton, Randolph, Newton, Boston, Methuen, Springfield, East Longmeadow and Longmeadow.

Ms. Kushmerek said the hospital will be working with the local and Washington Housing and Urban Development offices and Ipswich to see if there is a chance of receiving any residual funds from this year's allocation.

18-september 24, 1982. ipswich today

## letters

### To the Editor:

It's time to shoot a few holes in Beverly Hospital's "altruistic" balloon. The trustees of that organization should NOT be permitted to construct a new housing-for-the-elderly unit along County Road in Ipswich on the Cable Memorial Hospital grounds.

A few of the reasons for denying Beverly Hospital development rights to Ipswich include:

1. Like Crane Beach and Castle Hill, Cable Hospital and its environs were given to the town by Richard T. Crane Jr. The first two have not been commercialized and are still valuable aesthetic attributes of Ipswich. Cable Hospital, located in a residential district, has handsomely landscaped grounds that add much to the appearance of the area and much to the value of surrounding property. Mr. Crane once told the late Charles Goodhue, former president of the Ipswich Savings Bank, "I have travelled the world and I have never found a place as beautiful as Ipswich." To convert his gift to the town into a drab housing development would be sacrilege indeed.

2. Ipswich has far more housing for the elderly now than surrounding communities. In fact, it becomes necessary to accept residents from outside the town to insure full occupancy of existing units. While we are not uncharitable in this regard in welcoming new residents, we should not be expected to accommodate an even greater number of senior citizens from the far reaches of the Commonwealth if not the nation.

3. Nothing has been said about how the new housing project might be taxed, or whether it will be taxed at all. There is more than a remote possibility that Ipswich taxpayers will have to shoulder the significant costs of services to accommodate the out-of-town interests designed to enrich Beverly Hospital's ample coffers.



# New ambulance network ready to save your life

By TOM CLARK  
News Staff

BEVERLY — Beginning Monday, the North Shore will be covered by an Advanced Life Support ambulance system known as the Central Emergency Medical Direction.

These ambulances, each staffed with two paramedics, will respond to accidents in which victims are severely injured and may require lengthy extrication and to apparent heart attack victims.

In this area, the ALS ambulance will be stationed part of the time at Beverly Hospital and part of the time at Salem Hospital. The ambulance will be directed by a C-Med dispatcher at Union Hospital in Lynn. The program, a year in the planning, is sponsored by the North Shore Hospital Council.

Council members hosted a luncheon for area police officials this week at Beverly Hospital to

explain how the ALS ambulances will be used.

Dr. James Wasco, an emergency room physician at Union Hospital, said the paramedics will act "as the doctors' eyes and ears" and will be in radio contact with emergency room physicians at the various area hospitals where victims are taken.

The ALS ambulances are to be sent only in those cases where the training the paramedics have received may help the victim more than the emergency medical technicians aboard the Basic Life Support ambulances may be able to provide. Police officers have been instructed to first dispatch a BLS ambulance, then call C-Med where the dispatcher will consider the nature of the call and determine if the ALS ambulance should be sent as well.

PARAMEDICS

(Continued on Page 20)

Wasco said. The paramedics will also be in radio contact with the EMT's in the BLS ambulances to share information about the victim's condition.

If a BLS ambulance, such as those operated by O'Brien Ambulance Inc., has arrived at the scene and has the victim ready for transport to the hospital, they should do so and not wait for the ALS ambulance to arrive, Wasco said. "Nothing else makes any medical sense," he said.

Wasco said the emergency care provided by the EMT's is more than satisfactory in 80 percent of the cases, but the ALS is the "state of the art" in emergency medical care for the 20 percent of the most serious cases. The paramedics, who have all received at least a solid year of training, can provide care enroute to the hospital that victims would otherwise only get once they arrived at the emergency room. This is particularly important for heart

attack victims, Wasco said.

"Less than 15 percent of cardiac victims live long enough to be admitted to a hospital and less than 6 percent of them are ever discharged from the hospital," he said. In those parts of the country which have had ALS care for awhile, the averages are better. "Thirty percent or more are admitted and 15 to 20 percent are eventually discharged," Wasco said.

The ALS ambulances will operate Monday through

Saturday from 8 a.m. to midnight. Round-the-clock coverage and more ambulances at different locations may come in the future. Wasco pointed out that the system may not be perfect, but it never will be unless it is tried.

"This is not absolutely it," he said, "but we would never get on the street if we tried to design the perfect system. If we keep talking to each other and talking about the problems — and keep an open mind — we might get there," he said.



# New Director of Cardiology Services

Lynn - Sunday Post 9-26-82

BEVERLY — The Beverly Hospital has named David Koh, M.D., as the director of Cardiology Services. He will be director of the cardiac care unit, as well as the progressive care telemetry unit.

Dr. Kohn will be responsible for developing facilities at the Hospital for the diagnosis and treatment of heart disease. He will also be establishing a cardiac rehabilitation program.

"I believe the community is well attuned to the need to modify certain risk factors, such as high blood pressure and smoking, in order to help prevent cardiovascular disease," Dr. Koh explains. "Our intent is to coordinate community awareness with available services at the Hospital to develop a full program of benefit to the healthy individual as well as the post-cardiac patient."

According to the cardiologist, studies have suggested that a cardiac rehabilitation program can positively influence lifestyle and longevity. A combined program of health education, risk factor modification, nutritional services, and physical



DAVID KOH, M.D.

Harvard Medical School in 1974 and completed his internal medicine training at Beth Israel Hospital, Boston. He served on the teaching faculty in the Department of Medicine, University of Washington, Seattle after finishing his cardiology fellowship there.

Board certified in Internal Medicine and Cardiovascular Diseases, he is a Fellow of the American College of Cardiology.

Dr. Kohn resides in Marblehead with his wife and two children. His office is located at the Beverly Hospital.

## Unpopular

The older generation thought nothing of getting up at five every morning--and the younger generation doesn't think much of it either.

therapy will first be developed for inpatients at the Hospital and later expanded to include outpatients.

A graduate of M.I.T., Dr. Koh received his medical degree from

Ipswich Chronicle - 9-30-82

## Hospital offers better emergency treatment

With a new program that went into effect on Monday, Ipswich residents can now count on an extra degree of medical attention during an emergency.

Six paramedics have been assigned to assist Ipswich and neighboring towns in an "advanced life support system" at Beverly Hospital. When an emergency occurs, the responding ambulance service, such as Peter Poor, will call in to either Beverly or Salem Hospital and tell the paramedics the nature of the problem.

"If, for instance, it is a person on Argilla Road with chest pains, the advanced unit will be dispatched to the site," explained Beverly Hospital spokesman Jack Good.

If they reach the person in time, the advanced unit will take over from there. Good said that the paramedics have more sophisticated training than the EMTs.

"They can start IVs, incubate patients, and send information to the hospital with advanced radio equipment," he said.

There will be two units, with two persons sharing the 16-hour schedule. Each unit will have an ambulance driver. The system will be in service six days a week from 8 a.m. to 12 a.m.

Good said that the advanced unit will give priority to places they can reach within ten minutes — which did not rule out Ipswich. "If it is a serious enough emergency and looks like it won't be resolved immediately, they will go as far as Ipswich." He gave the example of a head-on car crash in Salem that required a half-hour's work to get the victim out of the car.

"Statistics show that programs like this really do make a difference," he said.

Try, try again could be the motto of Beverly Hospital officials in their attempts to obtain federal funds to build an elderly housing complex at the former Cable Memorial Hospital.

Last week the hospital received unofficial word that it was denied a \$2 million loan to build 50 units of elderly housing on the front

lawn of the hospital.

TIMES 9-30-82

To improve their chances of winning funds in the next funding cycle, hospital members will meet with HUD next week to find out what snags there were in the proposal, said Jack Good, community relations director at Beverly Hospital.

"Our goal is to find appropriate utilization of the space, and we are waiting out the options," he said. There are no alternative plans for use of the building, said Good.

The proposal was not rejected; there just was not enough money to go around, said a HUD official.

Good said the hospital will also be pursuing any residual funds that might be available, perhaps from proposals that received money but were not followed through.



# Advancing the cause of child car safety

## Businessman provides an outlet for hospital-provided safety seats

By VIRGINIA LOWRY  
Times staff

BEVERLY — Allison McWhinney behaved like the veteran she is yesterday.

Clutching a white helium balloon in one hand, the 14-month-old Danvers toddler climbed with aplomb into an infant car seat to pose for photographs in the front window of the Kransberg Furniture Co., turned around and sat down without a fuss.

Allison is no stranger to the white plastic car seat with heavy padding, seat belt and shoulder straps.

She is the daughter of Sue McWhinney, director of community health education for Hunt Hospital in Danvers, and has been riding securely fastened into her parents' car since her birth.

Officials from Beverly and Hunt Hospitals used Allison to help launch an expanded system aimed at getting all youngsters born in their facilities into legally required and federally approved child restraint systems.

Barry Rosen, manager of Kransberg Furniture Co. has become the second Beverly area businessman to actively promote the hospitals' joint effort. He will handle all of the paperwork, and make available approved child restraint systems to parents of all children born at either hospital.

Since the beginning of the year, Massachusetts law requires all youngsters five or younger to be properly restrained in car seats or with seat belts when traveling in cars. The federally approved plastic seats are molded to protect a child more effectively than adult seat belts.

The North Shore program was kicked off two years ago in a cooperative effort between Beverly Hospital and Ipswich auto dealer Augustus Means. Means has provided seats at cost to the hospital, which rents them for up to a year to

parents of newborns at a nominal fee.

"We have almost 200 in circulation now," Beverly Hospital community relations director John Good said yesterday.

At Hunt Hospital, the program began in June of 1981, according to Ms. McWhinney, who said about 125 infant seats are now in circulation.

"But, it's important that they go into another seat" after outgrowing the infant restraint at about one year old, she said.

Parents will be able to purchase one of two models from Rosen. One costs about \$30 and the other \$38, and each can be converted to hold a child from infancy through about four years old.

The Kransberg price, Ms. McWhinney said, represents about a 25 percent saving.

For a relatively modest price, parents will not only be assured of their children's safety, said Good, but will be "totally within the law."

Rosen became involved in the program, Good said, because hospital officials were searching for a local outlet.

"We came to him first and he was willing to take the responsibility. And it is a big responsibility."

With two children of his own, who have outgrown the car seat days but still wear their seatbelts, Rosen said he did not hesitate to accept the chore.

"It's a community responsibility, something I maintained was necessary even when the law wasn't there. That's why I got involved. When it comes to Beverly Hospital, I don't hesitate to volunteer."

Also on hand to launch the new program yesterday were Robert Fanning, Beverly Hospital president; Richard Sherman, chief executive officer of Hunt Hospital, and Vicki Cataldo, an aide to Good.



Ralph Turcotte photo

Allison McWhinney, 14 months, poses in infant auto seat of the type that will be made available by Beverly merchant Barry Rosen as part of a joint program of the Beverly and Hunt Memorial hospitals.



# Filming finished, film crew has fond memories

By SCOTT COLE  
The German film crew which has been around town the past two weeks shooting scenes for the movie, "The Hitchhiker", is about ready to wrap up local shooting and leave town. But according to its American location manager, the crew won't forget the people it is leaving behind in Ipswich.

"The people have been fabulous," said location manager Foley. "You couldn't have asked for a better com-

munity to make a film in. We've gotten cooperation from the town hall, the police, and the community members. They just opened up their hearts and let us in."

Just as Ipswich made a favorable impression on the film crew, they also made a good impression on the locals. One Ipswich man who's been around the members for the past week says, "We've been here for 11 years, and we've had the rich, the famous and the infamous, and this group has been one of the nicest, if not the nicest, groups we've had." Poor is the owner of the Whittier Motel, where the film crew stayed.

"Since they're Germans some folks, particularly older folks like me, might have had some pre-conceived notions about Germans," said Poor. "They were the enemy in World War Two. But they've been very gracious and a delight to have here."

The crew was also gracious enough to get Poor a bit role in the movie. Last Friday he portrayed an FBI man bring-

husband drove around the corner of South Main Street. In the finished film, a wide-panning shot of the Heard House will be seen.

Sunday the crew had the day off and was given tickets to the Oktoberfest at Don Bosco. But with days off being so rare in shooting a movie, all had made other plans. "Because of the shooting schedule they (the Germans) had no opportunity to go to different locations in the area they'd wanted to see. So some went to the beach or to Boston or Marblehead or Gloucester," said Foley. "They were really disappointed because they'd wanted to go to the Oktoberfest."

Monday found the crew down at LaSalette on Topsfield Road. With the permission of Father Tom Riley, a room was set up to look like a conference room where the police interrogated the husband to determine if he was the rapist.

When that scene was done operations were moved to the Cable Emergency Service for







Hunt  
Kransberg  
Street, 1  
for todd

## For infant safety

*TIMES*  
*10-1-82*

The program probably will receive little appreciation — except by the small fry.

They will benefit greatly from attempts by hospital officials and businessmen to provide low cost restraint safety devices for children traveling in cars. Since 1981, Massachusetts law has required children under age 5 to be restrained either with approved restraint systems or with adult seat belts.

Goodness knows it is difficult enough to get adults to use seat belts consistently. The effectiveness of the child restraint law is difficult to gauge.

Now Beverly Hospital and Hunt Hospital in Danvers have organized a program to encourage parents of children born in their facilities to insure that suitable seat harnesses are available. Working with Kransberg Furniture Co. of Beverly, the approved harnesses will be made available to parents at a nominal fee.

It is important that newborns be transferred to larger approved harnesses at about one year old. These will be available at Kransberg's.

Newborn devices have been made available on a rental basis from Beverly Hospital through the cooperation of Gus Means, the Ipswich auto dealer and former governor's councilor.

The program is a good one and is in place. Parents now must be made aware that child restraint equipment is available at nominal cost. Unrestrained children in automobiles simply are accidents looking for a place to happen.

al, Barry Rosen,  
ture, and Robert  
Hospital watch 14  
n her car seat.



# Hospitals say cost con

By TAYLOR ARMERDING  
News Staff

A landmark new hospital cost-control law which takes effect today is not expected to cause layoffs and service cuts at area private hospitals. The impact on municipal hospitals will not be known until late spring.

That, at least, is the assessment of hospital administrators in Salem, Beverly, Peabody and Danvers.

It does not mean, however, that there will be no budget belt-tightening. State hospital and insurance industry spokesmen have said of the \$4 billion budgeted by hospitals statewide, \$40 to \$80 million of that, or 1 to 2 percent, will have to be trimmed during the coming year.

Local hospitals are apparently not going to be among those actually cutting their budgets. But typical increases of past years are being

neared. Chapter 372 deals little with this problem."

However, local administrators including Fanning do not expect the public to notice a decline in services, at least right away.

North Shore Children's

it was in the past, since we only have to do this once, instead of with 10 different companies," says Salem's Geaney. "But I'd be very surprised if this gets sorted out in anything less than several months."

noticeably reduced. At Beverly Hospital, instead of increasing 11 to 12 percent as in the past, the hospital projects a budget for the new fiscal year starting today, "very close" to that of the year just ended at around \$35 million, according to Spokesman Jack Good.

At Salem Hospital, the new budget of more than \$50 million for the coming year is up 7 percent, according to President Michael J. Geaney Jr. But that compares to an increase of 9.5 percent the previous year.

Municipal hospitals, including J.B. Thomas in Peabody, Hunt Memorial in Danvers and the Shaughnessy Rehabilitation in Salem, do not know what effect the law will have on their budgets, since they will not be required to comply until the start of their new fiscal year July 1, 1983. The fiscal year of private hospitals runs from October 1 to September 30.

## Hospitals forced to tighten belts

Beverly Hospital has frozen hiring in anticipation of new state regulations that health-care officials fear will curtail patient services.

"We feel the hiring freeze is a good stopgap measure until we can figure out what the bottom-line effect of these regulations will be," said Jack Good, the hospital's director of public relations.

The law that went into effect yesterday requires hospitals to keep tighter control of spending.

The immediate impact of the legislation, aimed at slashing the state hospital industry's \$4 billion annual budget, will make it necessary for hospitals to reduce their outlays by a total of \$40 million this year, said Richard Rogan, a Blue Cross vice president.

Some industry analysts, however, predict the cuts could reach \$1.3 billion.

The impact of the new law varies widely among the state's 120 affected hospitals.

In this area, hospital officials professed some confusion about the new regulations.

Good described the hiring freeze at Beverly Hospital as an "interim step" until officials know exactly how much the new regulations will restrain spending. Another in a series of meetings at Beverly Hospital will be held today in an effort to figure out more accurately potential spending.

The freeze started Sept. 20. Employees who leave are not being replaced, said Good, though there is some internal shifting necessary if there's a vacancy in a critical area like the emergency room, for example.

He doesn't anticipate the freeze will create a staffing problem because there is not that high a turn-over among the facility's more than 1,200 employees.

In Danvers, Hunt Memorial Hospital comptroller Mike Morris said he's "not sweating bullets" over the changes, but he's become even more cost-conscious.

In the past, hospitals were reimbursed for Medicare and Medicaid payments. The new law says hospitals

• Hospitals, page A8

Beverly Times - 10-2-82



10-october 1, 1982. ipswich today

## ipswich leaves impression on german film crew

By BEVERLY PERNA

The hallway was quiet and empty except for two or three people leaning against the wall. They were peering into a patient's room. There was no sound, no conversation, no noise from medical equipment — in short, no hospital sounds at all. No hospital sights either, no nurses, doctors, or patients.

That was because there were no nurses, doctors, or patients in the hospital. It was the empty Cable Hospital that was being used as a movie set.

A "take" was being filmed in an empty room, and the patient was an actress whose head was heavily swathed in gauze bandages. She sat in a bed that had to be imported from Beverly Hospital for the filming. The empty hospital did not contain a bed that could be used as a prop.

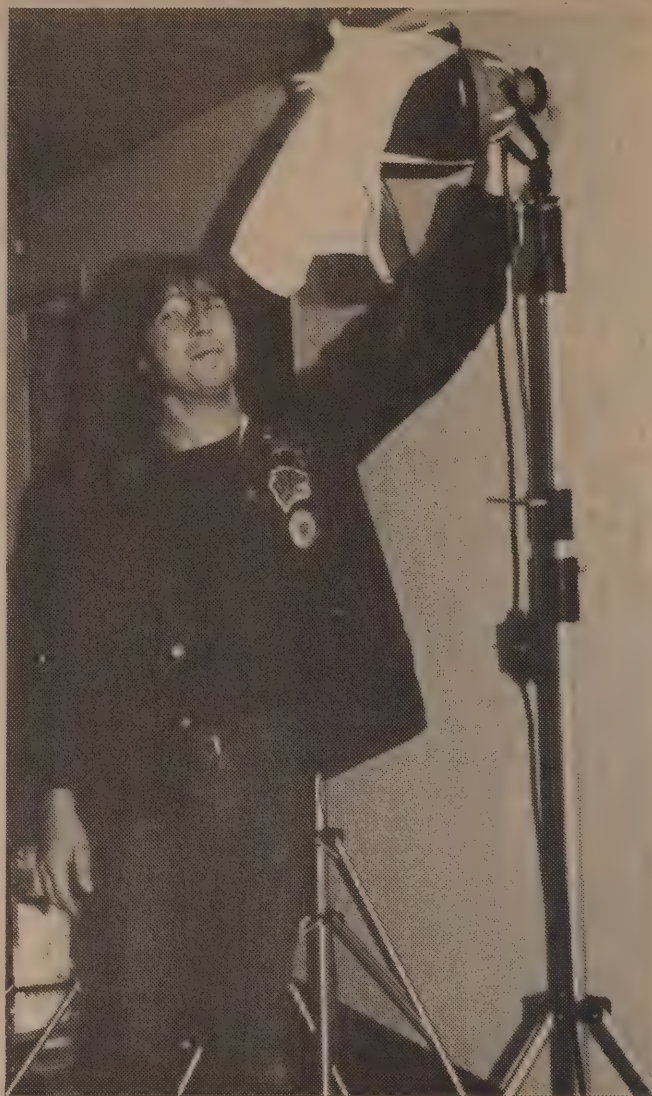
After the scene was completed everyone spoke in normal voices and began to hustle around preparing for the next shot. An air of tension and a sense of urgency was almost tangible. There were only two more days to complete the filming in this country and everything had to be done just right.

"We have not enough time," said the tall, attractive Andrea Marx who does the make-up for the cast of "Der Anhalter." The film is a 90-minute made-for-TV movie being filmed partially in Ipswich by the German film company Deutsche Buch-Gemeinschaft. The movie, based on French author Georges Simenon's book **Der Anhalter** [The Hitchhiker], is the story about an American couple, Steve and Nancy Hogan, who travel from New York to Maine to pick up their children at a summer camp. Along the Way Hogan stops often at bars to drink. The couple is struggling with marital problems which the constant drinking aggravates. She is raped by a hitchhiker whom Hogan unwittingly picks up. Hogan hears of his wife's attack on the TV news, goes to the hospital (Cable) to see her, and tries to patch things up.

The company has been putting in six-day work weeks to meet an October 1 deadline.

A typical day has been to begin filming at 8 a.m. and continue until 8 p.m. Even on Sunday, their one day off, many of the cast had lines to learn and rehearse.

The cast and crew have been seen filming in various Ipswich locations including the Neck area, LaSalette, downtown and most recently, Cable Hospital. The unanimous regret voiced by many of the company was that their tight filming schedule did not leave them much time to sight-see in the area. Nevertheless, they did have some warm impressions of Ipswich and the people they have met.



**A TIGER FAN** — Alexander Junoker, lighting director with the German film company will proudly wear his new Tiger jacket and Tiger button back to Germany.

Andrea said that the people she had met were very nice to her. "People are so friendly here, they are much more open here than in Germany," she said. Of the town itself she said that Ipswich had many more trees and green space than in a German town of comparable size.

The Ipswich houses intrigued a number of the Germans. Camera assistant Dragan Rogulj, a John Lennon look-alike, described houses in Germany as being made mostly of stone with stone walls or high fences surrounding each.

"Ipswich is very clean. It looks historic," added Andrea.

Bernd Tauber who plays the husband in the movie, was impressed by the different styles of houses he had seen. He said that in Germany all the houses were the same and with his hands he gestured square boxes in a row. "In this country fantasy is allowed. Whatever you imagine a house to be, you can build," said the handsome, blond actor.

Tauber had jogged on Crane's Beach last Sunday morning and when asked if he'd jogged that morning, he



Available 24 hours

News 10-5-82

# Ostomy service offered

BEVERLY — Since February, Beverly Hospital has been providing unique services to ostomates. Now available on a 24-hour basis are several Emergency Room and staff nurses who have been appropriately trained to provide assistance to any ostomy patient who needs care or advice.

Under the supervision of Deanna Staton-Cross, these nurses have been trained to help patients who may have routine problems with stomas, appliance fitting, skin problems, odor control, and psycho-social adjustments. For any medical problems these patients are referred to their physician, and Staton-Cross is called for an emergency or complication.

"The ostomy patients have special problems resulting from the surgical opening, which can affect their emotional as well as physical well-being," Staton-Cross explains.

She established the ostomy program to help reach her "ultimate goal of assuring that every patient is capable of providing his or her own care for the ostomy. Every effort is made to accomplish this prior to discharge, although some



Deanna Staton-Cross directs program

patients may require follow-up consultation at home or assistance from agencies such as the Visiting Nurse Association," she states.

To further help with that goal, she is developing a monthly clinic for ostomy patients. This clinic will assist patients in becoming adjusted to their new lifestyle and will be especially helpful to new ostomy patients or established patients with new appliances.

The ostomy service also provides assistance to patients who may be travelling away from home and have temporarily run out of supplies. Since the Emergency Room stocks all ostomy supplies, the nurses will gladly provide the equipment necessary to the ostomate when area drug stores are closed or an emergency develops.

An Ipswich resident, Staton-Cross is the project director of the competency base curriculum in nursing at North Shore Community College and occasionally works as a night administrative coordinator at the hospital. She is currently completing her doctorate in education at Boston College.

Sandra Szczesny of Beverly checks ostomate supplies in the emergency room at Beverly Hospital

## Beverly Hospital provides Special ostomy services

BEVERLY — Since February of this year, Beverly Hospital has been providing unique services to ostomates.

Now available on a 24-hour basis are several emergency room and staff nurses who have been appropriately trained to provide assistance to any ostomy patient who needs care or advice.

Under the supervision of Mrs. Deanna Staton-Cross, the nurses have been trained to help patients who may have routine problems with stomas, appliance fitting, skin problems, odor control and psycho-social adjustments. For any medical problems patients are referred to their physician, and Mrs. Staton-Cross is called for an emergency or complication.

request of their physicians to assist them with caring for their ostomies. Her functions include assessing the patient's needs, providing pre- and post-operative teaching programs and continuing education on improved ostomy techniques and equipment, and acting in any related way to improve the care of the ostomy patient. The core group of ostomy resource nurses at the hospital provide this assistance on a 24-hour basis when she is not available.

A majority of the patients seen by Mrs. Staton-Cross have colostomies, while fewer have either ileostomies or urostomies. A colostomy is an opening made surgically through the abdominal wall anywhere along the colon (large bowel). In an ileostomy, the colon is removed and the opening is made from



# Goings on

## Recruitment night

Troop 2 Boy Scouts will hold a "recruitment night" Friday from 7-9 p.m. at the Dane Street Congregational Church.

Any youngster who has completed the fifth grade or is 11 years old is invited. Further information from Scoutmaster John Madden, 922-7386 or committee chairman, Jack Pavia, 927-5184.

## Parenting classes

Parenting Classes will begin on Oct. 27 at Beverly Hospital. Six consecutive Wednesday evening sessions from 7:30 to 9:30 p.m. will cover growth and development, nutrition, sibling rivalry, discipline, issues for single or working parents. To register, call the Maternity Unit at 922-3000, ext. 443.

## Babysitting training

A Babysitting Training Course will be held at the Hospital on Nov. 8, 10, 16 and 17 from 3:30-5:30 p.m. Course program will include: Police and Fire Safety, First Aid, Accident Prevention, Child Care and Development. Boys and girls ages 11-14 are eligible. A fee of \$5 is charged. Registration is now being taken. For further information, contact the Community Relations Department at 922-3000, ext. 222.

Times 10-4-82

## Statistics on kidney transplants

with donors and because of better medications to prevent rejection, said Dr. Shelkrot.

An ideal recipient is someone under 55 who is receiving a kidney from a living relative.

At Beverly Hospital there are about 80 patients on dialysis and about 20 of those patients are waiting for kidneys, said Dr. Shelkrot.

Causes of kidney failure are uncontrolled high blood pressure, diabetes, chronic infections, and congenital kidney conditions.

In 1981, there were 219 transplants in New England, excluding Connecticut, according to a Network Coordination center, a federally funded organization that collects data on transplants and dialysis.

Kidneys are transplanted more frequently than any other organ except for corneas.

With a successful transplant, a patient can hope to live for many more years, said Dr. Joel Shelkrot, director of North Shore Regional Dialysis at Beverly Hospital.

He will continue to take various medications, but his activity and diet should not be restricted.

Kidney transplants from related living donors have a success rate of 90 percent and transplants from cadavers, 60 percent.

The first kidney transplant was done about 20 years ago. In the past five years there has been a big jump in the success rate because of improvements in matching kidneys

## Bid lost for housing; backers still hopeful

Jack Good, spokesman for Beverly Hospital, was understandably let down when his hospital's bid for a federally-financed elderly housing project was rejected. But he was not, he stressed, "down and out."

A \$2 million federal grant

for a 50-unit project on the grounds of Cable Emergency Service was denied to the hospital despite a favorable appraisal from the area office of Housing and Urban Development, which awards the grants.

When the bid reached the

Washington office it did not survive the competition among the nearly 1,500 applications nationwide. Good said it was especially stiff for their project because only one non-metropolitan project in the state would receive funding.

The town of Littleton received that grant. Good said that although Ipswich needs more elderly housing, Littleton has no subsidized housing of this type at all. He felt it was for this reason that the grant was given to Littleton rather than Ipswich.

Jim Barney, Ipswich Savings Bank president and a member of the committee in charge of the housing proposal, said, "Any time you apply

for federal funding, you take your chances. This time there wasn't enough money to go around."

He had been more optimistic about the proposal being funded this year than he had been last year when the first application for the project was rejected on a technicality.

The project at Cable, although it's back to the drawing board now, is far from extinct, Good said. He is hoping there will be residual funds available from towns which received grants but found they didn't have the financial support they needed or changed their objectives and are no longer eligible for the grant.



# Beverly

## Regional ambulance off to a slow start

By VIRGINIA LOWRY  
Times staff

BEVERLY — A regional advanced life support ambulance and its paramedics, stationed part-time at Beverly Hospital for the last 10 days, have gotten off to a slow start.

Advanced life support ambulances, staffed by paramedics, are still in the evolutionary stage here, however, and officials of the North Shore Hospital Council expect the program will work as well here as it has elsewhere.

"I'm delighted we've come as far as we have, but we have just an enormous way to go," said Dr. James Wasco, medical director of the Lynn Hospital-based program.

Dr. Wasco addressed council members at the King's Grant Motor Inn yesterday. Also attending the meeting were North Shore police, firefighters, Civil Defense personnel and medical personnel who have helped establish the paramedic program.

The advanced life support (ALS) vehicle is stationed on a rotating basis between Beverly and Salem Hospitals from 10 a.m. to 10 p.m. daily. The ambulance and paramedics are part of a

regional plan designed to provide emergency care under the direction of physicians between Everett and Cape Ann, and is being phased in gradually.

A goal of the program, according to Dr. Wasco, in addition to providing care not available from emergency medical technicians aboard the more common ambulances, is to "overcome political problems...individual sensibilities."

The program, he stressed, is not designed to interfere with or replace basic ambulance service. It is, instead, needed when more rapid medication or care is required, such as in the case of a cardiac arrest.

A feasibility study by the hospital council indicated "significant numbers" of cardiac arrests, trauma and pediatric emergencies, making the paramedic program worthwhile for the North Shore, Dr. Wasco said.

The medical director, who appears on Channel 4's Evening Magazine and is a regular participant in the Beverly Health Fair, illustrated the value of the program by citing the case of a Malden woman who, within the last week, suffered an irregular heart rhythm. Paramedics in radio contact with Lynn Hospital physicians were able to alter

the woman's heart rate.

The woman is "now...doing well at the hospital. This is a situation that would not have been possible on the North Shore two weeks ago."

The system works through a communications center at Lynn Union Hospital. The hospital's C-Med center provides direct communications to Lynn Hospital, where emergency physicians who work in the program are based. If an advanced life support ambulance is closer to another North Shore hospital, technicians at C-Med can provide communications which involve the ambulance, the C-Med center, Lynn Hospital and the hospital where the patient will be taken.

Dr. Sharad Chitre, director of emergency services at Beverly Hospital, said the first week of the program's operation here was an unusual one, since the advanced life support ambulance was not needed in any of the four cases in which it was dispatched.

Dr. Chitre said, under normal circumstances, he expects the new ambulance and paramedics will be used extensively in the Beverly area, however.

Joan Hill of the North Shore Hospital

Council said the four dispatches from Beverly Hospital were made during the first four days of the program's operation, after it began Sept. 27. During the same four days, the advanced life support ambulance was sent from Salem Hospital eight times. In three of those cases, paramedics were used, Ms. Hill said.

"They were cardiac cases," she explained.

The ambulance was scheduled to be stationed between Beverly and Salem Hospitals 16 hours a day, but remained on that schedule only one day, according to Ms. Hill. She said when one paramedic was injured in an auto accident the shortage of trained personnel forced the program to be reduced to 12 hours a day.

Within the next week, however, Ms. Hill said she expects the schedule to return to 16-hour days.

Beverly-area emergency service personnel who attended yesterday's council meeting included Anthony Dettore, chief fire alarm operator in Beverly; Beverly Fire Capt. Richard Jutras; Mark Foster, Civil Defense director for Beverly; and John Good, community relations director of Beverly Hospital.





DEANNA CROSS of Ipswich prepares to enter an ostomy patient's room at Beverly Hospital.

## Cross heads unit at Beverly Hospital

Since February of this year, Beverly Hospital has been providing unique services to ostomates — those people who have had operations on their colon tracts. Now available on a 24-hour basis are several Emergency Room and staff nurses who have been appropriately trained to provide assistance to any ostomy patient who needs care or advice.

Under the supervision of Deanna Cross, these nurses have been trained to help patients who may have routine problems with stomas, appliance fitting, skin problems, odor control and psych

For any medical problems, these patients are referred to their physician, and Cross is called for an emergency or complication.

Mrs. Cross is an Enterostomal Therapist — an experienced Registered Nurse with special training in the care of ostomies and the particular problems that ostomates encounter.

A graduate of the University of Akron, Ohio and Boston College, Mrs. Staton-Cross has a master of science degree in medical/surgical nursing and is in the process of completing her doctorate in

## Hospital Aid Bloodmobile

The Beverly Hospital Aid is sponsoring the Red Cross Bloodmobile on Thursday, October 21 in the auditorium of the Beverly Hospital from 1:00 to 7:00 p.m. Appointments can be made by contacting Community Relations at the Beverly Hospital, 922-3000. Walk-in donors are welcome until 6:45 p.m. Our area is in great need of support and we hope all those able to donate will do so.

## beverly wants variance to sell med building

Beverly Hospital will go before the Zoning Board of Appeals October 21 to ask for variances to divide its Cable Emergency Services property on County Road into three parcels.

The variance would allow Beverly to sell the Cable Medical building to a group of doctors and professionals for condominiums. The former hospital administrator's house would also be sold.

The sale of the medical building, in the planning stages for more than a year, follows by two weeks the rejection of Beverly's plan to build an elderly housing project with federal funds.

The hospital has proposed elderly housing projects for the last two years and both bids have been rejected by the Department of Housing and Urban Development. Beverly purchased the former Cable Hospital facilities for \$350,000, according to records filed in the Essex County Registry of Deeds July 17, 1982.

According to the deed, Beverly agreed to pay off a \$150,000 mortgage on the property held by three local banks, the Ipswich Savings Bank, the Ipswich Bank, and the Ipswich Bank. In

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## Hospital wants to sell buildings at Cable site

With the rejection of its bid to build elderly housing on the site of Cable Emergency, Beverly Hospital now wants to partition the property and sell off about two acres of the property in two separate parcels.

The Hospital last week filed a petition with the Zoning Board of Appeals to seek a number of variances so that the proposed partitioning and sale could take place. The variances needed concern separation of the main lot, an undersized lot, open spaces, etc.

The plan of Beverly Hospital, according to an attorney involved in the project, is to sell the present professional building to a number of area doctors and lawyers. The doctors and lawyers would each purchase one to two offices as condominium units. Beverly Hospital would own any unsold offices.

Additionally, the hospital would sell off the former Cable Hospital administrator's residence at the south end of the property.

Prior to the federal Department of Housing and Urban Development turning down the hospital's request for a \$2 million grant to build elderly housing on the Cable site, the hospital's plan had been to utilize a portion of the land it now wants to sell.

Hospital officials were not available for comment on the new plans.



Oct. 8



Chris Drohan, R.N., shows new puppet used in class to help siblings cope better with a new baby in the family.

## Puppet Teaches About Newborns

All kids love a puppet show, and if they can learn something while being entertained, so much the better.

Combining education with enjoyment is the goal of Susan Volkmann, R.N., instructor for Beverly Hospital's Maternity Unit, who has added the puppet component to her monthly classes for children who are soon to have a new brother or sister.

"I borrowed the idea from our pediatric nurses, who devised a puppet show several years ago to introduce children to hospital procedures and equipment prior to their admission," says Ms. Volkmann. "It works so well for them in lessening the children's anxiety and questions, I felt it would do the same for children who were worried or unsure about having a new baby to share with the family."

Siblings of all ages are welcome in the classes, although they are particularly

beneficial to children in the 2-8 year range. Each program begins with a tour of the Maternity Unit and the room "where mommy will be staying".

"Abigail" is then introduced, sporting blond pigtails and calico dress, to talk with the young students about her own experience in dealing with a new baby.

"We ask Abigail questions that often worry the first born or younger child, such as why mother has to go to the hospital and how long she will be away. We have her respond in simple terms about coming with father or grandparents to visit, washing hands and putting on a gown in order to hold the new baby," Ms. Volkmann explains.

The emotions of missing mother and jealousy of the care and attention required by infants is also carefully addressed in Abigail's dialogue, with emphasis on what the older children can do to help with the baby and the enjoyment of watching a brother or sister grow.

For example, says Ms. Volk-

mann, the only child frequently worries that he or she will not be loved as much when another child joins the family. "We ask the children if they love both their parents, and of course the response is they do," she continues. "We explain that their parents can also love both (or more) children as the special individuals they each may be."

A finishing touch to the siblings class is a butterfly mobile kit that each child may take home to make and hang in the baby's room.

Chris Drohan, R.N., Maternity staff nurse, will assist Ms. Volkmann with the puppet show. A former pediatric nurse, Ms. Drohan was instrumental in developing the successful puppet teaching program on that floor and was happy to lend her expertise to the siblings class effort.

Ms. Volkmann is not aware of any other hospital using a puppet as a teaching adjunct in siblings classes. "We have a good program that just seemed to need a little something extra. That's when I thought of Abigail," she concludes.

of the year.

N.S. SUNDAY

10.10.82

## Hospitals increase room rates

Don't look now, but the cost of getting sick just went up. That shouldn't surprise you. After all, the cost of everything is going up these days.

October brings many North Shore hospitals a new fiscal year and their patients higher room rates.

With one exception. Beverly Hospital has actually lowered its charges in all but two categories. That's because of the state's new hospital cost-containment law.

The others are all going up, or, as in the case of Marblehead's Mary A. Alley Hospital, its daily patient room charges went up on July 1 when its new fiscal year began.

Hunt Hospital in Danvers boosted rates an average of 20 percent this week, according to Controller Michael E. Morris.

Hunt' semi-private rooms went from \$158 to \$190 a day. Private maternity rooms posted the smallest increase, 19 percent, while nursery rooms went up the most, a 30 percent increase from \$90 to \$120.

Inflation is the biggest culprit behind Salem Hospital's average 7.7 percent hike, said President Michael J. Geaney Jr. Fifteen dollars was tacked on to the most expensive medical/surgical and mental health rooms. Maternity rooms also went up \$15, and nursery rooms increased \$25. The changes were effective Oct. 1.

Lynn's Union Hospital reports upping rates between 7 and 11 percent. Psychiatric rooms went from \$205 to \$220 while semi-private medical/surgical rooms increased from \$178 to \$195. Private rooms went up \$22 to \$210 a day.

Private medical rooms at Mary A. Alley Hospital in Marblehead increased



# beverly

## *Volunteers enrich life at hospital*

**BEVERLY** — Every day millions of Americans take time from their work, their leisure and their home life to volunteer their talents and energies within the community where they reside. Volunteerism enriches the lives not only of the individuals giving their time but also the lives of others.

Beverly Hospital has had a Volunteer Service since 1950. In a recent 12-month period, volunteers rendered 29,771 hours of service in many areas of the hospital. Elizabeth Wood directs the volunteer program, aided by Nancy Cantley, who coordinates many of the activities and programs.

Volunteers at Beverly Hospital are business and professional men and women, housewives and students, retired men and women of all ages. Their reasons for contributing their time are many. For some, it means developing new skills; for others, it represents pre-career training; and sometimes, it means simply having an interest in Beverly Hospital. Whatever the motivation, it is always accompanied by the desire to serve others.

The personal rewards to these committed people are many. Volunteers at the hospital constitute an important resource in enriching the patient care environment, adding a special dimension of human warmth and concern. Volunteers contribute many services, both real and intangible, to the overall progress of the hospital.

Fourteen local cities and towns have citizens serving as hospital volunteers. Some help with clerical



Beverly Hospital volunteer Cindy Ambrose

duties, others are involved with direct patient contact activities, some work in the Coffee Shop and Gift Shop, or deliver items and transport patients to various locations throughout the hospital. There are assignments to satisfy the interest of males, females, teenagers and adults. One volunteer said: "I go home tired after volunteering, but it feels good." Another remarked: "It's nice to stay home but you need a perspective to help you realize how nice home really is. Volunteering gives you that perspective."

As the hospital expands and modernizes, the Volunteer Department faces a challenge to utilize available human resources in the most effective manner to ensure quality service to patients and staff alike.

Volunteers have recently been

placed in certain areas of the hospital for the first time, including the Oncology Clinic, Occupational Therapy Department, and Child Development Center. As the program expands, other new areas of service will be made available. Special focus will be on community health, geriatric needs and, possibly, the Hospice program.

One of the newest programs, "Patient Visitor", satisfies a great need for those who do not have frequent visitors and/or for those who endure long periods of hospitalization. A smiling face, a friendly word, a pat on the hand can do wonders to speed up the recovery process. Maybe this would be just the right job for you. If not, there are many other services to be performed.

If you'd like to join the volunteer corps at Beverly Hospital, call 922-3000, ext. 553, to inquire about opportunities currently available.

wanted  
a boy



## Two acres of Cable land to

IPSWICH — Beverly Hospital officials will go before the Zoning Board of Appeals this week asking for permission to divide the former Cable Memorial Hospital grounds to sell about two-acres of the property.

The hospital filed a petition seeking a variance from 13 sections of the Zoning Bylaw and use table, concerning requirements with lot size and screening requirements to allow the site to be divided into three lots. The variance would allow the former Cable Hospital administrator's home and garage to be sold or mortgaged.

The petition was filed less

than a month after a \$2 million federal grant was denied the hospital to construct a 50-unit elderly housing project on the site.

The petition states that the variance would not "substantially alter the intensity or nature of the former use of the building and administrator's home."

The petition will be heard before the Zoning Board of Appeals on Thursday, Oct. 21, at 8 p.m. Hearings will also be heard on the request of:

□ James G. Nickas for permission to construct a garage 35 feet from the southwesterly side lot line at 9 Candlewood Road.

H/w Chronicle  
10-20-82

## New MD due here

Hamilton is getting another new doctor.

Dr. Hugh M. Taylor will join Dr. John D. Abramson, as his partner, at the Hamilton Medical Center, Asbury Street, Hamilton, around Nov. 1, according to Joanne Henningsen, who is nurse to Abramson.

Taylor is a graduate of Case

Western Reserve University School of Medicine in Cleveland. Abramson also graduated from Case Western Reserve.

Taylor, a family practitioner, also delivers babies, which Abramson does not do.

Taylor and his wife, Elizabeth, who is a dentist, have bought a house in Hamilton.

## A reformed food-a-holic faces the coming holidays

It took her more than half a lifetime, but Frances Douberly of 3 Sunset Dr. is now "feel-

ing and looking better than she ever has in 50 years on earth."

After years of starvation diets and protein diets and egg diets and despair, Douberly has shed the 250-pound woman who has been trailing her all her life. Five-foot-eight and 140 pounds, Douberly is now a model for the annual fashion shows at a diet clinic in Danvers.

The transformation was not an easy one.

"I was a foodaholic. I would eat non-stop for several hours and sneak food into the bathroom. I knew the only person I was hurting was myself, but I couldn't stop," Douberly admitted.

For the next ten years, she managed to reach and stay at a weight of 180 — 190 pounds.

Six years ago she reached 140 pounds. But it only lasted for awhile. Through last winter's holidays, Douberly said she continued to overeat.

In February, she went to a diet clinic in Peabody where she knew an understanding instructor. Through her, Douberly learned behavior modification. She learned to eat slowly, to only eat at the dining room table.

Douberly still loves food, but now she is able to be more selective. She is convinced that it is easy to lose weight, but hard to learn how to change eating behavior.



BEFORE, in 1956...



AFTER, today.

Ipswich Chronicle  
Oct. 21



Beverly Times 10-22-82

## Therapeutic pool program

The Beverly Regional YMCA along with Beverly Hospital will sponsor an adult therapeutic pool program at the Y's Cabot Street facility for a seven week session beginning on Tuesday, Nov. 2, and continuity on successive Tuesdays until Dec. 14.

The program will be staffed by physical therapy personnel from Beverly Hospital and also an adapted aquatics instructor from the Beverly Regional YMCA. Further information can be obtained by calling Joan Pesola, director physical therapy department at 922-3000, ext. 377.

By CAROLE PERKINS  
Times staff

IPSWICH — The Zoning Board of Appeals last night voted to allow the sale of 14 suites in the Cable Professional Building as condominiums.

The board granted the Beverly Hospital Corporation's request for a variance to separate two lots from the rest of the hospital grounds. An administrative house sits on one lot and the medical building which houses several doctors'

and an attorney's office suite is located on the other lot.

The board voted unanimously in favor of granting the variance. In a half-hour presentation of the hospital's plans for the building, Attorney John Griffin said they were requesting the necessary variances in order to sell off the property to the present tenants. The majority are physicians who are connected with the adjoining Cable Emergency Center.

Griffin assured the board there would be no new construction nor any visible outside changes in the building.

Beverly Times 10-22-82

## Volunteering Makes One Feel Good

Manchester Cricket  
10-22-82

Every day millions of Americans take time from their work, their leisure, their home life to volunteer their talents and energies within the community where they reside. Volunteerism enriches the lives not only of the individuals giving their time but also the lives of others.

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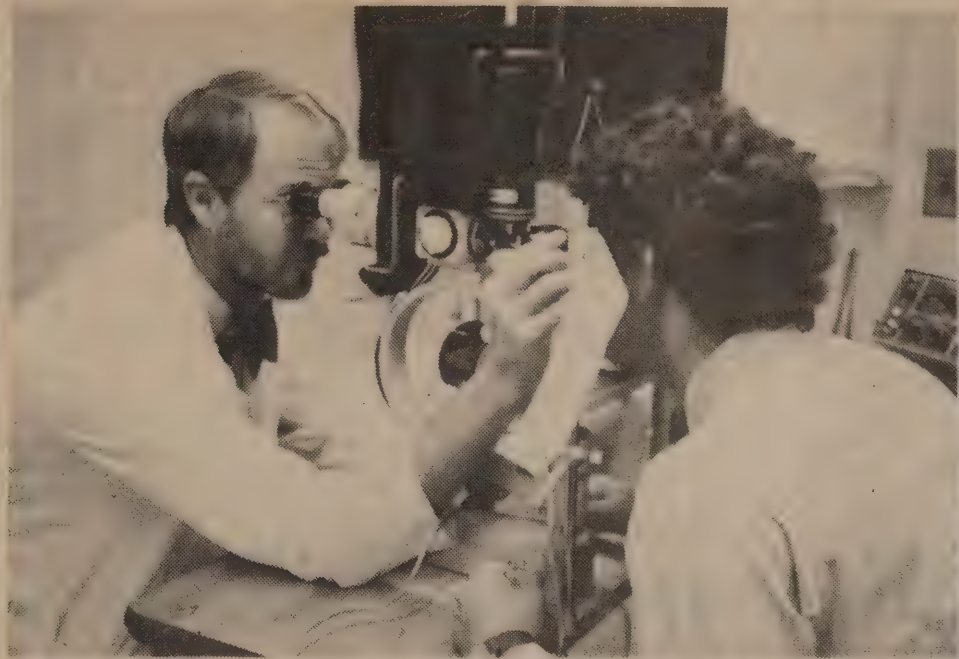
If you'd like to join the volunteer corps at Beverly Hospital call 922-3000, extension 553, to inquire about opportunities currently available.



Jane Brown of Bridge Street is a volunteer at the Beverly Hospital.







Ophthalmologist directs a focuses energy beam (laser) into the eye of a patient as a means of performing a surgical procedure without actually cutting into the eye.

## Hospital uses laser to treat eye diseases

BEVERLY — The word laser often spins images of pulsating, multi-colored lights creating extraordinary visual effects for a science fiction movie.

In Beverly Hospital's Outpatient Department, however, new laser generating equipment protects human sight.

The equipment looks like that seen in any ophthalmologist's office, except for an oblong console which generates the intense beam of blue-green light. The new machine is a surgical tool which saves time, money and discomfort for patients. It is available for use through a contracted agreement with Angiographics of Newton Centre.

which have applications in surgery.

Each kind of laser produces radiation in a range of wavelengths applicable to particular types of surgery. The argon laser in use at Beverly produces the visible blue-green range of wavelengths.

The direction of the beam can be controlled with accuracy, and the amount of energy actually directed into the eye is controlled by changing the power setting of the instrument and by changing the size of the spot produced at the site of treatment.

Other applications include repairing

**DANVERS** — The tax bills are in the mail. The tax rate has been set at \$22.10 per thousand (down from last year's \$24.20 because of revaluation) with schools accounting for \$12.59 and general expenses, \$9.52. Two weeks ago, the selectmen rejected Three

**By DONNA HALLSON**  
Times staff

Town Hall mails

OD NO CONTRACTS

Diet Center, Inc.  
1982

DIET CENTER  
AT THE LOSING GAME



# Cable suites soon on sale

IPSWICH — Beverly Hospital will be selling seven suites, mostly to doctors, in the medical office building next to the former Cable Memorial Hospital.

The suites are expected to be sold as condominiums, soon, said Jack Good, public information director for the hospital Monday.

It follows approval by the Zoning Board of Appeals, Thursday, of the hospital's request to divide the property at the intersection of Essex roads into three sites. One contains the former hospital; a second contains the former hospital administrator's house; the third the medical office building.

Each suite in the medical office building includes 22,500 square feet, said Good. All of the seven suites will leave the hospital owning five suites, which are being rented as offices. As more medical professionals move in, said Good, others may also be interested in purchasing office space.

The doctors who will be buying their offices are Dr. Kenneth L. Zinn, who practices internal medicine; Dr. David Jewett, family practice; Dr. Mohammad Saeed, internal medicine; Dr. Thomas Sullivan, cardiac care and internal medicine; and Dr. Randolph D. Malone, general surgery. Two obstetricians, gynecologists, Dr. Steven Blumberg and Dr. Bernard J. Levine, will continue sharing one office.

Two suites will be owned by Charles Dalton, a lawyer, who is also town counsel.

Meanwhile, Beverly Hospital will again continue seeking federal funds to renovate the former hospital building, which now houses only an emergency service on the bottom floor.

The past two years, the hospital was unsuccessful in obtaining funds to construct housing for the elderly on the site. The first year's proposal included renovation of the two top stories at the former hospital, plus construction of a new facility, for the housing units. The second proposal was only for new construction.

Good said hospital officials would contact HUD, the federal housing agency, to see where its plans may have lost "points". Perhaps, he said, the plan can be improved so its chances of approval next year will be better.

There was only one proposal to be funded for small communities, in Massachusetts, this year; and the town of Littleton was given the available money for subsidized housing. At the time of the grant award, it was noted that Littleton had no other subsidized housing, while Ipswich does have subsidized housing managed by the Ipswich Housing Authority.

# Safety?

## Special ambulance service withdrawn

By TOM CLARK  
News Staff

BEVERLY — After less than a month of operation, the Advanced Life Support ambulance serving Beverly and Salem has been taken off the road because O'Brien Ambulance refused to cooperate with the new service, according to the new service's operator.

James J. Ryan Jr. of Bay State Ambulance Inc. of Malden, which had contracted with the North Shore Hospital Council to run an ALS ambulance here staffed with paramedics, said Monday that the service was discontinued at midnight Saturday "because of

a problem of coordination with O'Brien," the company under contract in Beverly and Salem to provide Basic Life Support ambulance service.

Ryan made the announcement that the ALS service has been suspended while he was meeting with the Aldermanic Committee on Public Service and Aid to make a pitch for his company to replace O'Brien as the BLS ambulance service here. "We can't be pulling in different directions," Ryan said of the conflict between the two companies. "We weren't getting the calls," he said.

AMBULANCE

(Continued on page 12)

hospital. "We did not cooperate," he said. "We said right from the start that it was an unfair competition. The North Shore Hospital Council is not a governing body and we do not have jurisdiction," he said. "The laws need to be changed to let us operate," he said. "The response is still going back on the part of O'Brien for ignoring an authorized ambulance take over," he said.

chose not to replace O'Brien for the immediate future. I'm not here to throw the book at him," he said.

"Any of the problems with the ALS can be overcome," he said, adding that he thinks the service will eventually be restored. "Perhaps it moved too quickly," he said.



55 booths planned

News - 10-27-82

# Health Fair dates set

BEVERLY — Saturday and Sunday, Nov. 20 and 21, have been selected as the dates for city's Fifth Annual Health Fair.

The fair will be held both days from 10 a.m. to 4 p.m. in the high school cafeteria, according to city Public Health Director Joseph W. Walsh.

Fifty-five booths will be filled with displays from 45 area health organizations which will offer a total of 15 preventive medical screenings.

Unlike the four previous fairs, this year's production will include programs aimed directly at non-adults from infancy through adolescence. This sector of the program will be handled by Beverly Hospital in an isolated section of the cafeteria.

As usual, the fair will feature a judging of posters and health-related projects submitted by students in the school's elementary grades.

Judges for the competition will include: Dr. Frank Carbone Jr., chairman of the Board of Health; Dr. James Wasco, featured on Channel 4's Evening Magazine; George Traicoff, president of North Shore Community College; Robert Fanning, president of Beverly Hospital, and Armand Fortunato, superintendent of schools.

Trophies and ribbons will be awarded to the winners, courtesy of Paul Desjardins, owners of Desjardins Jewelers.

Special events scheduled for the two days of the fair include: a Memorial Middle School Saturday, an aerobics program at the YMCA at 11, Dr. Wasco will judge the posters and projects, a jazz exercise program at 2 and a barbershop quartet at 3.

Sunday, the program will include: announcement of the anti-litter slogan contest at 11 a.m., Dr. Wasco at noon, jazz exercises at 1 p.m., the Sweet Adelines barbershop quartet at 2 and a karate demonstration by the YMCA at 3.

Organization participating in the fair will include: Blue Cross/Blue Shield, offering computerized blood pressure checks; VNA of the North Shore, a slide presentation; the Red Cross, blood testing; the Cancer Society, cancer screening; the Board of Health, diabetes screening; the state society of Eye Physicians and Surgeons, eye tests; Beverly Hospital, pulmonary functions; the Lions Club, glaucoma tests, and the state Podiatry Society, a foot checkup.

Also, the state Chiropractic Group, a posture check; the American Lung Association, slides; the city Civil Defense group, first aid, Essex Agricultural and Technical Institute, weights and measures and the city Childhood Lead Poisoning Prevention Program, blood screening for lead.

## Start Spreading The News!



## City OKs partition of Cable

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error," Fosdick explained.

Members William Murphy and Jeff Simon voted in favor of the variance.

In other business that night, the ZBA unanimously granted Beverly Hospital's request for variances allowing it to subdivide the former Cable Hospital grounds and sell office condominiums in the medical center. The action also allows Beverly to sell the former administrator's house as a single family dwelling.

The seven professionals, mostly doctors, who will be buying the office space are Dr. Kenneth Zinn, internist; Dr. David Jewett, family practitioner; Mohammed

Saeed, internist; Steven Blumberg and Bernard Levine, obstetricians/gynecologists; Dr. Thomas Sullivan, cardiologist and internist; Dr. Randolph Maloney, surgeon, and Attorney Charles Dalton.

All the clients except Dalton are purchasing single suites. Dalton has bought into a double suite.

He welcomes the change to condominiums. "I prefer to own my own office space. It makes more sense in the long run economically. It will cut down on operating expenses," he said.

Beverly Hospital public information director Jack Good said each suite in the building includes 22,500 square feet. The sale of the seven suites will leave the hospital owning five suites, some of which are

now being rented out as offices.

Good said that physicians in the building do not have to purchase their space, but may continue renting.

He added that Beverly Hospital decided to turn their office space into condominiums because "we are not in the real estate business."

Good said that this set-up gives physicians the benefits of ownership. "And as businessmen, they have outlets in the tax laws."

The Hospital is in the process now of drawing up the legal agreements, Good said, and he expects the actual purchases to take place in the next few weeks. At that point, the physicians will take responsibility for their office space, as owners. The offices are said to cost around \$23,000.



Eight

## Pool Program at Beverly Y

The Beverly Regional YMCA along with Beverly Hospital will sponsor an adult therapeutic pool program at the Beverly Regional YMCA, Cabot Street facility for a seven week session beginning on Tuesday, November 2 and continuing on successive Tuesdays until December 14.

Water exercising can provide a great alternative for maintaining muscular strength and flexibility. Movement done in the water are easier than the same movement done on dry land. Water's buoyancy and relaxing effects allows for increased range of motion.

The program will be staffed by physical therapy personnel from Beverly Hospital and also an adapted aquatics instructor from the Beverly Regional YMCA. Further information can be obtained by calling Joan Pesola, Director, Physical Therapy Department at 922-3000, extension 377.

# Record participation in upcoming health fair

**BEVERLY** — A record number of community and health organizations will participate in the city's fifth annual Health Fair next month, Health Director Joseph W. Walsh said today.

For the first time, Beverly Hospital has joined the Beverly Jaycees, Board of Health and Beverly-Peabody Times as a sponsor of the 1982 fair, Walsh said.

The fair will be scheduled for Saturday, Nov. 20, and Sunday, Nov. 21, in the Beverly High School cafeteria. It will be open from 10 a.m. to 4 p.m. each day, free of charge.

The hospital joins 45 other organizations in providing health care information aimed primarily at maintenance of good health and prevention of illness.

Walsh said this year's fair will fill the high school cafeteria, where 55 booths will provide information or offer preventive medicine screenings.

Hospital officials will provide for the first time an area at the fair aimed at the health of infants, pre-adolescents, adolescents and young adults. This service will be conducted in a separate area behind the entrance foyer of the cafeteria.

Participation by Beverly elementary school children has been a major part of the last four health fairs, and this year, for the first time, youngsters in the Cove Elementary School fifth grade will have their own booth. Children from the

school will explain nutrition and offer a balanced food snack.

Last year's displays by other elementary school children were featured on Channel 4's "Evening Magazine," and youngsters in all of the schools will be participating again by creating posters and other health-related projects. Judging for the event will be at 12:30 p.m. on Saturday, Nov. 20.

Judges for health posters and tabletop projects will be Dr. Frank Carbone, chairman of the Board of Health; Dr. James Wasco of "Evening Magazine;" Dr. George Traicoff, president of North Shore Community College; School Superintendent Armand Fortunato; and Robert Fanning, president of Beverly Hospital. Trophies and ribbons to be awarded have been donated by Paul Desjardins of Desjardins Jewelers.

McDonald's Restaurants' "Hamburger" will join "Big Bird" in making a guest appearance at this year's fair, handing out hand puppets of himself. The guest appearance will be on Saturday, Nov. 20, from noon to 2 p.m.

Scheduled Health Fair events for Saturday include Memorial Middle School Band, 10:15 a.m.; Aerobics in Motion, Beverly Regional YMCA, 11 a.m.; Dr. James Wasco, noon; judging of elementary school health projects, followed by awards ceremony, 12:30 p.m.; Jazz for Fun and Health, Expressions center for

expressive education, 1 p.m.; children's gymnastics, Beverly Area YMCA, 2 p.m.; Beverly Chapter Northshoremen, 3 p.m., 4 p.m. closing.

After its 10 a.m. opening Sunday, the fair will feature announcement of the litter slogan contest winners at 11 a.m.; Dr. Wasco, noon; Jazz for Fun and Health, 1 p.m.; North Shore Chapter of Sweet Adelines, 2 p.m.; Korean Karate, sponsored by YMCA, 3 p.m., 4 p.m. closing of fair.

Saturday, the Beverly Kiwanis Club will sponsor the Boston Guild for the Hard of Hearing van, which will be available at the Health Fair entrance. Anyone wishing to have his or her hearing tested may do so free of charge.

Also offering screening and special services will be Blue Cross/Blue Shield, computerized blood pressure; Visiting Nurse Association of the North Shore, slide tape presentation and brochures; American Red Cross and Greater Beverly Red Cross, blood testing; American Cancer Society, oral cancer screening; Massachusetts Society of Eye Physicians and Surgeons, vision and visual field; Beverly Board of Health, diabetes screening; Dr. Bernard Howes, Brigham Hospital, lifestyle evaluation stress test.

Also, Beverly Hospital, pulmonary function, blood pressure, other; Beverly Lions Club, glaucoma testing; Massa-

chusetts Podiatry Society, podiatry check; Massachusetts Chiropractic Group, posture check; North Shore dental Association and Auxiliary, "Snack Snack," other; American Lung Association, slides, brochures, literature; Beverly Civil Defense, first aid; Essex Agricultural and Technical Institute, weighing and measuring, and Childhood Lead Poisoning Prevention Program, capillary blood screening for lead.

Other organizations participating in the fair will be Weight Watchers, Hospice of the North Shore, Mental Health Association of the North Shore, Mental Health Center of Greater Cape Ann, United States Food and Drug Administration, Beverly Police Department, Bay State Health Care, North Shore Chapter American Diabetes Association, Driscoll's Drug Store, Mayor's Energy Council, North Shore Counseling Center, North Shore Regional Family Planning Council.

Also, North Shore Council on Alcoholism/Myles McPherson Youth Center, Beverly-Peabody Times, Beverly School Department, Massachusetts Spina Bifida Association, Beverly Council on Aging, Project RAP, Harvard Community Health Plan, Beverly Fire Department, Blueberry Hill Health Care, Nike Shoe, Beverly Regional YMCA, The Samaritans and O'Brien's Ambulance Service.

Cricket -

10-29-82

Times - 10-29-82



## Diary of a father-to-be

NS WEEKLIES

Page 16b - Week of November 17, 1982

## Diary of a father-to-be

# At 1:15 a.m., she tap

Steve and Barbara Steinberg of Danvers gave birth to a son, Michael Ray Steinberg, on Oct. 6. This is the last part in a three-part series written by Steve, an advertising manager at a Boston-based real estate firm and a freelance writer, from the perspective of a father-to-be. Of course, by the end of this week's diary, Steve writes from the perspective of a father.

### July 4

We went to the Music and Energy Festival at Mount Watatic. The baby boom was never more evident, with pregnant women sitting back in folding chairs and enjoying the music, or new mothers breastfeeding.

\* \* \*

The dog days of summer are taking their toll on Barbara. She has been sweating profusely and getting frequent foot cramps. To help circulation she is putting a pillow under her ankles when she goes to bed.

### July 15

By the end of this, the second trimester, the baby should be adding some fat to his wiry frame.

We weighs around 1¼ pounds and could easily be held in the palm of one's hand. If her child was born, tomorrow the odds are he'd survive, but life would begin with a battle waged inside an incubator.

The next trimester is sometimes called "The Fattening Up Months." I call it "The Home Stretch."

### August 3

Some mornings Barbara wakes up with her nightshirt stained with colostrum. That's a good sign, indicating that her plumbing is in good working order.

Among the other physical changes I have noticed: her legs are showing a few varicose veins; her belly button is looking like a tiny inner tube; and she's been getting up at least once a night to visit the bathroom.

The delivery of a breech baby vagina



Steve first visited the E  
photo by Steve Stein

**THE EXCITEMENT over, mother's cap is intended to prevent heat lo**

an amniocentesis  
e if the fetus will ha

### August 11

The midwives are having difficulty in ing the baby's head, and told us that the may be in the breech position.

Specifically, the position is called "que." That is, the head is at 2 o'clock, the buttocks low and the feet folded up al side the ears — like a jackknife.

If his position doesn't change we must sider a Cesarean delivery. Today one in women receive a "C-Section." The common reason is because the pelvic an too small to accommodate passage of head. In rare cases the placenta is bloc the cervix, thus also requiring a Cesar

### March 15

aded the monthly or Shore Birthing Cent ds of the Beverly Ho may have had about ickly dispelled. I wa e center's comfort ontrast to the an of a hospital.



TUES 11-3-82

# Volunteerism: It's needed, worthwhile

Elizabeth Wood is director of volunteer services at Beverly Hospital

By ELIZABETH WOOD

Every day millions of Americans take time from their work, their leisure, their home life to volunteer their talents and energies within the community where they reside.

Volunteerism enriches the lives not only of the individuals giving their time but also the lives of others.

The Beverly Hospital has had a Volunteer Service since 1950. In a recent 10 month period, volunteers rendered 29,771 hours of service in many areas of the hospital. I am director of the volunteer program aided by Nancy Cantley, who coordinates many of the activities and programs.

Volunteers at Beverly Hospital are business and professional men and women, housewives and students, retired men and women of all ages. Their reasons for contributing their times are many. For some, it means developing new skills; for others it represents pre-career training; and sometimes it means simply having an interest in the Beverly Hospital. Whatever the motivation, it is always accompanied by the desire to serve others.



## IT SEEMS TO ME

transport patients to various locations throughout the hospital. There are assignments to satisfy the interest of males, females, teenagers and adults.

As the Hospital expands and modernizes, the Volunteer Department faces a challenge to utilize available human resources in the most effective manner to insure quality service to patients and staff alike.

Volunteers have recently been placed in certain areas of the hospital for the first time, including the Oncology Clinic, Occupational Therapy Department and Child Development Center. As the program expands, other new areas of service will be made available. Special focus will be on community health, geriatric needs and possibly the Hospice program.

One of the newest programs, "Patient Visitor," satisfies a great need for those who do not have frequent visitors and/or for those who endure long periods of hospitalization. A smiling face, a friendly word, a pat on the hand can do wonders to speed up the recovery process. Maybe this would be just the right job for you. If not, there are many other services to be performed.

If you'd like to join the volunteer corps at Beverly Hospital call 922-3000, ext. 553, to inquire about opportunities currently available.

The personal rewards of these committed people are many. Volunteers at the hospital constitute an important resource in enriching the patient care environment, adding a special dimension of human warmth and concern. Volunteers contribute many services, both real and intangible, to the overall progress of the hospital.

Fourteen local cities and towns have citizens serving as hospital volunteers. Some help with clerical duties, others are involved with direct patient contact activities, some work in the Coffee Shop and Gift Shop, or deliver items and

## Manchester

Times 11-2-82

### Permit granted for doctor's office

MANCHESTER — Dr. Gregory Bazylewicz plans to open an office in the first floor of his 135 Bridge St. home.

The selectmen approved Bazylewicz's plans last week. The zoning bylaw allows residents to have offices in single residence districts if they live in the building. Selectman Paul Cullinane

said. James Aldrich was contracted for the \$25,000 construction project.

Cape Ann Bank and Trust will install an automatic teller in its Union Street office.

The permit for the \$5,000 project was unanimously granted by the selectmen, subject to the ap-

proval of Building Inspector Frederick Strenz. Feldman Construction was contracted.

Peter Chlasson was granted a permit Tuesday night to build a 12 by 13-foot addition to his 3 Hidden Ledge Road home.

Unicorn Construction was contracted for the \$21,200 project.





Dr. David S. Hutchinson, Beverly Hospital staff ophthalmologist, adjusts slit lamp in preparation for delivery of a laser beam now being used to treat certain eye disorders on an outpatient basis.

## At Beverly Hospital

# *Laser on the beam for eye care*

BEVERLY — The word laser may conjure images of pulsating, multi-colored lights creating extraordinary visual effects for a science fiction movie. In Beverly Hospital's Outpatient Department, however, new laser generating equipment produces the effect of protecting sight for patients.

The equipment looks rather ordinary, such as one might see in any ophthalmologist's office, except for the oblong console alongside that generates the intense beam of blue-green light. The new procedure, heralded as a major accomplishment in the treatment of certain eye diseases, is a precise, non-invasive

surgical tool that saves time, money, and discomfort for use through a contracted agreement with Angiographics of Newton Centre.

The argon laser beam passes through the cornea without affecting it, and is therefore suitable for a variety of ophthalmological procedures including repair of breaks or tears in the retina, destruction of small tumors, and relief of pressure or swelling at the back of the eye. The beam can also be deflected by prisms to treat the area between the iris and cornea, or it may be used to treat the iris with direct focus.

The laser beam can also be used to

treat glaucoma, in the draining of excess fluid.

Although ophthalmologists caution that the new laser procedures are not the solution to all eye diseases nor are they indicated for all patients, there are numerous benefits for those who are appropriate candidates.

Because there is no surgical incision, there is no chance of infection and very little resulting inflammation, according to Beverly Hospital officials. Bleeding is unusual, and the procedure is virtually painless with occasional tingling the only sensation. In most cases, patients can be treated in about 30 minutes on an outpatient basis.



# beverly

Expectations exceeded

## *Anniversary for birth*

BEVERLY — Crystal Joy Anthony was the first baby born at Beverly Hospital's North Shore Birth Center in November, 1981.

And if all goes as expected, Crystal's new baby sister or brother will be born soon, just in time for the center's observance of its second anniversary.

"I couldn't think of a nicer way to celebrate the occasion," says Fran Ventre, who along with certified midwives Joan Richards and Debbie Black, has provided assistance in more than 350 births since the center's opening.

Located in a small cottage on the grounds of Beverly Hospital, the Birth Center has provided the opportunity to hundreds of women who prefer to have a natural birth experience in a relaxed home setting with the participation of family and friends.

Women from throughout New England, and from as far away as South Carolina, have been attracted to the center, the only facility of its type in Massachusetts and a model for new legislation providing rules and regulations for the operation of similar facilities being prepared by the Department of Public Health.

Licensed by the Department of Public Health as a pilot project, the center is supported administratively by Beverly Hospital, which offers this service as one of a spectrum of maternity care alternatives, ranging from the center's natural birth experience to traditional delivery.

"Our philosophy is that every woman who leaves here should say the birth she had was what she wanted, rather than what the staff planned," says Dorothy Doud, R.N., Beverly's clinical director of maternity, who was instrumental in convincing Beverly Hospital and the state that a birth center outside the hospital setting was a "badly needed" alternative to maternity care.

"Of course, the center isn't for every woman," Doud says, noting that 224 of Beverly's total 1,086 births last year were at the center. "But it is providing a safe alternative to the woman who otherwise may choose to have her birth at home."

Whether chosen in place of a home or hospital birth, the center has experienced a successful first two years and has exceeded the expectations of its sponsor. While less than 75

births were projected for the center's first year, 122 occurred during that period. Expectations for the second year were surpassed by 79 percent.

Midwife Fran Ventre is not at all surprised by the numbers or by the demand for the kind of birth experience the center offers.

A true advocate of natural childbirth and procedures, Ventre believes an increasing number of women want a birth experience that is free of drugs, free of hospital restrictions and, most importantly, an experience they can share with their family and friends.

The center, she says, offers the opportunity for a "real family experience" in a world and at a time when many things, including birth, are becoming "impersonal."

"I can't say this is a panacea to the ills of the world, or the key to a happy family," she says, "but it's a good beginning and a very special way for a baby to come into the world."

Ventre says some of the nicest moments she has experienced are seeing the reaction of a grandparent or sibling to the birth. "To see a woman, who's never seen the birth of any of her children, watch her daughter give birth is a truly beautiful experience," she says.

Women who have chosen the center also use such adjectives as "beautiful" and "wonderful" in describing the way they felt during the birth of their children.

"It couldn't have been better," says Crystal Joy's mother, Marci Anthony of Manchester, in describing Crystal's birth which she shared with her husband, Joseph, and brother-



# Hospital looks to volun

ESSEX — Each week Theresa Eisenhower of Story Street puts on her pink smock and heads toward Beverly Hospital.

Retired head of the local Welfare Department and chairman of the Essex Housing for the Elderly, Mrs. Eisenhower is a member of the hospital's volunteer service, and works in the gift shop there.

She's one of millions of Americans who take time from their work and home life to volunteer their talents for the community; like others, she finds it not only enriches her own life but also the lives of many individuals she works with, and for.

Beverly Hospital has had a volunteer program since 1950, and during the last 12 months volunteers — both men and women — gave 29,771 hours of service to the hospital.

Volunteers, who offer their services under the direction of Elizabeth Wood and Nancy Cantley, are business and professional people, housewives and students, retired men and women.

For some, being a volunteer means the development of new skills, for others, pre-career training. But for most, it's just a sincere interest in Beverly Hospital and the people there.

The program has assignments that can satisfy interests of both men and women, both teenagers and adults. One volunteer told Ms. Wood, "I go home tired after volunteering, but it feels good."

Others say it's fine to stay home, but people sometimes need a new perspective to help them appreciate the comfort of home.

As Beverly Hospital expands and modernizes, the blossoming Volunteer Department faces a need for more volunteer help to ensure quality service to both patients and staff.

Recently, volunteers have been placed in new areas of the hospital, including the Oncology Clinic, the Occupational Therapy Department, and the Child Development Center.

As the program expands, other new areas of service will be made available, and more young people who want to volunteer will be trained.

One of the newest programs, the "Patient Visitor" program, satisfies a great need for those who do not have frequent visitors, or for those who must endure long periods of hospitalization and whose families cannot see them daily, say hospital officials.

ning

MS Weeklies 11/11/82

## SURGERY OPEN HOUSE

BEVERLY HOSPITAL

EVELYN F. BARTLETT  
SURGICAL PAVILION

SUNDAY, NOV. 14

~~10 AM - 4 PM~~

1:00 - 4:00 PM

A UNIQUE OPPORTUNITY FOR THE GENERAL PUBLIC TO TOUR THE SURGICAL SUITE, TALK WITH SURGEONS AND OPERATING ROOM NURSES AND VIEW MODERN INSTRUMENTATION.

## SURGERY OPEN HOUSE

Beverly Hospital

Evelyn F. Bartlett  
Surgical Pavilion

Sunday, November 14  
1-4 p.m.

A unique opportunity for the general public to tour the surgical suite, talk with surgeons and operating room nurses and view modern instrumentation.



Beverly Hospital

EWB 11.12.82

## ERY HOUSE

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4 PM

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# Hospice, Beverly Hospital join to help terminally ill

By CHARLENE PIZZO

BEVERLY — Hospice of the North Shore, Inc. (HNS) and Beverly Hospital have taken a major first step in efforts to consolidate hospice services for North Shore residents facing terminal illness.

Beverly Hospital president Robert R. Fanning, Jr. and HNS president Robert L. Holloway, Jr. signed a "memorandum of understanding" to proceed with negotiations for a formal affiliation agreement that would provide for joint delivery of hospice services to persons living in the 14 North Shore communities served by HNS.

agreement with Beverly Hospital for a joint delivery of our services," said Holloway, noting the hospital has been a prime sponsor and advocate for Hospice of the North Shore since its establishment in 1978.

"We have been quite pleased with our association with Hospice of the North Shore during the last four years," said Fanning. "This formal affiliation will provide a closer working relationship that will significantly improve our abilities to deliver quality services to the terminally ill and their families."

Hospice of the North Shore, Inc., a non-profit organization, has provided

THE SALEM, MASS., EVENING NEWS — MONDAY, NOVEMBER 15, 1982

13

## Two agencies take steps to consolidate hospice services

BEVERLY — Hospice of the North Shore, Inc., and Beverly Hospital have taken a major first step in efforts to consolidate hospice services for North Shore residents facing terminal illness.

Beverly Hospital President Robert R. Fanning Jr. and HNS President Robert L. Holloway Jr. have signed a "memorandum of understanding" to proceed with negotiations for a formal affiliation agreement that would provide for joint delivery of hospice services to persons living in the 14 North Shore communities served by HNS.

The affiliation, according to Holloway, would maximize opportunities for the two organizations to improve coordination of care to patients and families presently serviced by each, through a sharing of resources and non-duplication of efforts.

A major goal of the agreement is the establishment of a hospice program that meets the medical and administrative requirements of new federal legislation providing for third party reimbursement of hospice services which will become available on Nov. 1, 1983. Recently signed into law by President Ronald Reagan, the Tax Equity and Fiscal Responsibility

Act of 1982 provides hospice care coverage to terminally ill persons who are eligible for Medicare benefits.

"We are looking forward with great enthusiasm and optimism to entering into an agreement with Beverly Hospital for a joint delivery of our services," Holloway said, noting that the hospital has been a prime sponsor and advocate for Hospice of the North Shore since its establishment in 1978.

"We have been quite pleased with our association with Hospice of the North Shore during the last four years," Fanning said. "This formal affiliation will provide a closer working relationship that will significantly improve our abilities to deliver quality services to the terminally ill and their families," he added.

Hospice of the North Shore Inc., a non-profit organization, has provided care and support services to more than 170 families since its inception. A network of more than 70 trained volunteers, under the direction of Program Coordinator Sister Betty Murtagh, S.N.D., has provided thousands of hours of service, usually in the dying person's own home. These services are intended to enhance the quality of life for the

terminally ill through pain-alleviating treatment and emotional support.

Beverly Hospital has worked closely with HNS by providing staff assistance, office space and in-kind contributions. In January of this year, Beverly established its own inpatient hospice component with the appointment of Hospice Medical Director Gregory Bazylewicz, M.D., and Hospice/Oncology Coordinator Patricia Brewster, R.N., M.A. They have been responsible for directing a hospice team including an oncologist, psychiatrist, dietician, social worker and clergy, as well as coordinating efforts with HNS and other hospice care providers.

Holloway said the signing of the memorandum will be followed by discussion and negotiation to work out the operational details of an affiliation agreement.

Noting that Hospice of the North Shore is observing Hospice Awareness Month, an annual campaign to increase public awareness and financial support for its programs, Holloway said the signing of the memorandum of understanding is very appropriate and timely.



News 11.13.82

# Bringing the personal app

BEVERLY — The surgical experience is a "very human experience" for adults, children and families of surgery patients who choose Beverly Hospital's Evelyn F. Bartlett Surgical Pavilion.

That's because the pavilion, opened in December, 1981 was designed with the guidance of nurses, surgeons, and anesthesiologists. Their goal was a facility that compliments their roles as well as meets the individual physical and emotional needs of patients.

"Our on-going goal is to offer our patients quality care, through as human and reassuring a surgical experience as possible," says Beverly's Clinical Director of Surgery Dottie McNatt, who was instrumental in coordinating design plans for the pavilion.

"We're pleased that our new facilities are enabling us to work toward that goal," she adds, citing Beverly's welcoming of family members into pre-operative and post-operative areas as a prime example.

With the first anniversary of the pavilion approaching, a special open house is planned to provide the opportunity for the public to view the pavilion's facilities and some of its new and innovative surgical equipment.

It's a unique opportunity, McNatt says, noting that the public traditionally is invited to inspect surgical facilities only before they are put into active use.

The open house is scheduled from 1 to 4 p.m. on Sunday, Nov. 14, in conjunction with the third annual national observance of



Dottie McNatt, R.N. (left), Beverly Hospital's Clinical Director of Surgery, visits young patient Derek Kolkowski and his parents.

"Operating Room Nurse's Day", a day devoted to increasing public awareness of the role and importance of the operating room nurse.

The open house will feature tours of the pavilion's holding room, operating rooms and recovery room facilities. Operating room nurses will demonstrate equipment and instrumentation and explain their responsibilities in providing patients with professional nursing care before, during and after surgery.

"It will be a perfect opportunity for the public to meet the nurses who are critical to

surgical care, as well as to view the facilities we have to offer," McNatt says, adding that she hopes parents of children who could face a surgical experience in the future will bring the children to see what an operating room looks like and what they should expect.

The pavilion includes a number of patient-oriented features, many designed especially with children in mind. Its holding room, for example, is designed to enable child or adult patients to have a parent or family member at his or her side throughout the pre-operative period.

McNatt notes that the concept



## Birth Center is 2 years old

The North Shore Birth Center is celebrating its second anniversary. The center is becoming known throughout the country and is serving as the model for centers that tailor a woman's maternity experience to what she wants, and not what an impersonal medical staff decides it should be; page A5.

Beverly-Peabody Times

# Birth Center completes second

BEVERLY — Crystal Joy Anthony was the first baby born at Beverly Hospital's North Shore Birth Center in November, 1981.

And if all goes as expected, Crystal's new baby sister or brother will be born soon, just in time for the center's observance of its second anniversary.

"I couldn't think of a nicer way to celebrate the occasion," says Fran Ventre, who along with certified nurse midwives Joan Richards and Debbie Black, has provided assistance in more than 350 births since the center's opening.

Located in a small cottage on the grounds of Beverly Hospital, the Birth Center has provided the opportunity to hundreds of women who prefer to have a natural birth in a relaxed home setting with the participation of family and friends.

Women from throughout New England, and from as far away as South Carolina, have been attracted to the center, the only facility of its type in Massachusetts and a model for new legislation providing regulations for the operation of similar facilities being prepared by the Department of Public Health.

Licensed by the Department of Public Health as a pilot project, the center is supported administratively by Beverly Hospital, which offers this service as one of many maternity care alternatives, ranging from the center's natural birth experience to traditional delivery.

"Our philosophy is that every woman who leaves here should say the birth she had was what she wanted, rather than what the staff planned," says Dorothy Doud, R.N., Beverly's clinical director of maternity, who was instrumental in

convincing Beverly Hospital and the state that a birth center outside the hospital setting was a "badly needed" alternative to maternity care.

"Of course, the center isn't for every woman," Ms. Doud says, noting that 224 of Beverly's total 1,086 births last year were at the center. "But it is providing a safe alternative to the woman who otherwise may choose to have her birth at home."

Whether chosen in place of a home or hospital birth, the center has experienced a successful first two years and has exceeded the expectations of its sponsor. While less than 75 births were projected for the center's first year, 122 occurred during that period. Expectations for the second year were surpassed by 79 percent.

Midwife Fran Ventre is not at all surprised by the numbers or by the demand.

The center, she says, offers a "real family experience" in a world and at a time when many things, including birth, are becoming "impersonal."

"I can't say this is a panacea to the ills of the world, or the key to a happy family," she says, "but it's a good beginning and a very special way for a baby to come into the world."

"It couldn't have been better," says Crystal Joy's mother, Marci Anthony of Manchester, in describing Crystal's birth which she shared with her husband, Joseph, and brother-in-law, Robert, who lives with the family. "Everything Fran and Joan did for me...the whole experience...everything was wonderful," she says.



## First return

Marci and Joseph Anthony last year leave daughter, Crystal Joy, the first baby born

Beth Berkeley of Beverly cites the center's staff as a major reason why she is planning a second experience for the birth of her third child, due in February.

Like Mrs. Anthony, the Beverly mother says she chose the center because she did not like the procedures and restrictions of a hospital. Instead, she gave



# Health Fair will focus on youngsters' needs

By VIRGINIA LOWRY  
Times staff

11-16-82

BEVERLY — Officials planning next weekend's fifth annual Beverly Health Fair are reaching out more than ever to the young people of the North Shore.

"This year, we're going to have a special area just behind the main foyer, in a quiet setting," said Health Director Joseph W. Walsh Jr.

Seven special booths separated from the main part of the fair at Beverly High School will offer health information, screenings and demonstrations. All will be geared to health maintenance of youngsters, from newborns to teens up to 18 years old, according to Walsh.

Staff of the Beverly Hospital maternity and pediatrics departments will present puppet shows geared to youngsters whose parents are expecting another

child and to those children scheduled for hospital visits.

"We Won't Leave You," a film aimed at youngsters who must enter the hospital for treatment, will be shown by staff of the surgical department.

The hospital's radiology department also will present a demonstration geared to young people.

Beverly Hospital, for the first time, has joined the Health Department, Jaycees and Beverly-Peabody Times in sponsoring the Health Fair which Channel 4's Dr. James Wasco has termed the biggest and most comprehensive in the nation.

In the past, while Health Fair attendance has been excellent and has increased each year, Walsh said, the annual event has attracted the least numbers among the younger generation of the North Shore.

"The committee's intention was to have this component for youngsters in a quiet, separate area because of the young people that it's geared to," said Walsh. "This is in addition to everything else that's available to children and families at the main fair."

The seven booths in the youngsters' area will include vision testing, testing for lead paint poisoning and information and counseling for teenagers by the North Shore Council on Alcoholism.

"We intend to build on this in future years," the health director said.

Involvement by Beverly youngsters in other areas remains high, Walsh said. For the third consecutive year, youngsters in the city's elementary schools will enter health-related posters and tabletop projects in a contest, with trophies and ribbons to be awarded that were donated by Beverly jeweler Paul

Desjardins.

This year, for the first time, all youngsters who submit posters or projects will receive certificates marking their participation.

Walsh said the various school PTO's are also playing an active role in this year's fair by providing transportation for the school children's projects.

For the fifth consecutive year, the Sweet Adelines will perform, as well as the Beverly Chapter of the Northshoremen. The Briscoe Middle School Band will perform for the first time.

Co-chairmen for the fair, besides Walsh, are Norman Spector for the Jaycees, Daniel Murphy for the Times and Robert Fanning for Beverly Hospital. Thomas Kokos, principal of the North Beverly Elementary School, heads a committee of principals and teachers directing the children's projects.

TIMES 11-16-82

## Goings on

### Holiday Happening at hospital

The Beverly Hospital Aid Association will present a Holiday Happening Friday, Nov. 19 from 10-4 p.m. in the hospital auditorium.

Chairman is Judy Norwood of North Beverly. A major fund raising effort of the association, proceeds are used to provide items for in-patients of the hospital to help make their stay as pleasant as possible.

Rae Scott of Hamilton, aid president, said the event will include a wide variety of homemade crafts for the holidays, baked items and candy, white elephant, plants, old jewelry, and more. Lunch will be available in the new hospital coffee shop. The public is invited.

Raffle donations will include a cord of wood from Kelleher Fuel Co. and a holiday tree donated by Johnson Tree Farm of Beverly.

TIMES 11-13-82

## Middleton women files malpractice suit

SALEM — A Middleton woman who is permanently paralyzed from the chest down filed a malpractice suit for an unspecified amount in damages against the Beverly Hospital and New England Medical Center.

The suit was filed yesterday at Salem Superior Court by Margaret M. Davis and her husband Lorne C. Davis, of 36 Boston St., Middleton. Two Boston physicians and Dr. Aart Bayle, of 57 Lothrop St., Beverly, were also named in the suit.

The suit said the woman suffered complete and permanent paralysis from her chest to her toes on Oct. 10, 1981, while under the care of New England Medical Center. The woman was then admitted to Beverly Hospital.

The suit charges that the paralysis was a direct result of the medical facilities' negligence in diagnosis and treatment of her condition. She further charges that her physicians were also careless in the diagnosis, monitoring, and treatment of her case.



# TIMES 11-17-82 Surgery not a frightening prospect for children at Beverly Hospital facility

BEVERLY — Surgery is a "very human experience" for children and families of patients who choose Beverly Hospital's Evelyn F. Bartlett Surgical Pavilion, say the people who work there.

That's because the pavilion, opened in December of 1981, was designed with the guidance of nurses and physicians.

"Our on-going goal is to offer our patients quality care, through as human and reassuring a surgical experience as possible," said Dottie McNatt, RN, Beverly's clinical director of surgery. She helped coordinate design plans for the pavilion.

"We're pleased that our new facilities are enabling us to work toward that goal," she adds, citing Beverly's welcoming of family members into pre and post-operative areas as a prime example.

With the first anniversary of the pavilion approaching, a special open house was held Nov. 14 to allow public inspection of the facilities and the innovative surgical equipment.

The pavilion includes a number of patient-oriented features, many designed especially with children in mind. Its holding room is designed to enable child or adult patients to have a parent or family member at his or her side throughout the pre-operative period.

Mrs. McNatt said the concept of a holding room, in itself, is innovative. In the past and in some surgical facilities now, patients awaiting surgery are "often left in the corridor, outside the operating room door," she says.

Dr. Fred Kuemmerle, chief of anesthesiology and chairman of the pavilion's design

committee, emphasizes the importance of allowing parents to accompany and stay with their children during the pre-operative period.

Noting that anxiety is greatest in the last few minutes before surgery, Dr. Kuemmerle says "a child may go to sleep in his parent's arms" after receiving anesthesia. "Certainly, that makes the experience less frightening for both the child and parent," he says.

For the post-operative experience, a special isolation room in the recovery area is designed to allow a parent to be at a child's side during the first waking moments. The value of this room, explains Mrs. McNatt, is in recognizing a parent's ability to offer the special touch and mothering that cannot be substituted by even the most caring nurse.

"There is no replacement for the reassuring smile and gentle touch of a parent to a child who is awaking from surgery," she says.

Although many of the features were designed with children in mind, the pavilion offers patients of all ages an environment that enables them to maintain as much of their own worlds as possible.

The pavilion's five operating rooms are equipped with the most modern surgical equipment and are situated so patients and surgical staff are not distracted by cleaning and preparation of equipment. A "central core" system for such work activity provides a traffic pattern for unobtrusive movement of equipment and instruments into and out of the operating rooms. The system also reduces the time that nurses are required to spend in preparing equipment for surgery.



Derek Kolkowski with his mom after surgery.

"It takes the nurse out of non-nursing activities," says Mrs. McNatt, emphasizing that the result is more nursing time devoted to direct patient care.

"We tried to design a facility that offers not only quality care, but as human a surgical experience as possible," she says, "and I'm confident we were successful in achieving that goal."



Eight

MANCHESTER  
CRICKET 11.17.82



Marci and Joseph Anthony with daughter Crystal Joy and her uncle, Robert.

## Beverly Birth Center Observes 2nd Anniversary

Crystal Joy Anthony of Manchester was the first baby born at Beverly Hospital's North Shore Birth Center in November, 1981.

And if all goes as expected, Crystal's new baby sister or brother will be born soon, just in time for the Center's observance of its second anniversary.

"I couldn't think of a nicer way to celebrate the occasion," says Fran Ventre, who along with certified nurse midwives Joan Richards and Debbie Black, has provided assistance in more than 350 births since the Center's open-

hospital setting was a "badly needed" alternative to maternity care.

"Of course, the Center isn't for every woman," Ms. Doud says, noting that 224 of Beverly's total 1,086 births last year were at the Center. "But it is providing a safe alternative to the woman who otherwise may choose to have her birth at home."

Women who have chosen the Center also use such adjectives as "beautiful" and "wonderful" in describing the way they felt during the birth of their child.

"It couldn't have been better," says Crystal



# beverly

News 11-18-82



*The Salem News/Kirk Williamson*

Members of the Beverly Hospital Aid Association are shown here with some of the items which will be on sale Friday at the association's "Holiday Happening" from 10 a.m. to 4 p.m. in the hospital

auditorium. Members here, from left, are Diana Savoie, in charge of the holiday decorations table; Rae Scott, Aid president, and Judy Norwood, chairman of the holiday sale.



# 'Family practice' spurting, second doctor joins center

By LARRY BLAKE  
News Staff

11-22-82

HAMILTON-WENHAM — The "family practice" of Dr. John D. Abramson at the Hamilton Medical Center is booming, so much so that he has added an associate, Dr. Hugh M. Taylor.

Dr. Abramson came to the area this year, after an earlier effort to establish a family practice in Hamilton-Wenham had ended abruptly after one year with a doctor leaving the area, claiming the family practice concept was not successful. For a while, three Manchester doctors filled in at the medical center until Dr. Abramson arrived.

His practice was a success almost from the start, said Dr. Abramson.

"The practice grew very rapidly, much to everyone's surprise," he said.

"I think there was a pent-up demand," he added. When residents finally learned there would be continuous care at the Hamilton Medical Center, owned by Beverly Hospital, "the practice grew rapidly," he said.

When he started looking around for an associate to help him, he found a friend, Dr. Taylor, also looking to become established. They had worked together in the Cleveland area. Taylor spent the past two years in residency in a family practice in Cleveland, where he was chief resident.

Taylor was born in Connecticut and received his bachelor's degree from Harvard University and doctor's degree from Harvard Medical School.

"John and I got along well in Cleveland. I was delighted to learn he was looking for an associate," said Dr. Taylor, who joined Dr. Abramson earlier this month.

"Fortunately, Hugh wanted to come at a time when the practice is continuing to grow," said Abramson.

Both men are specialists in family practice, which means they are trained in a wide area, including some specialties, but have expertise in determining when a patient should be referred to a specialist. However, they coordinate

medical care with the specialist, to make sure that the patient is getting the best total care.

Taylor said he will also handle some obstetrical care in his practice. "A normal delivery is part of the normal life cycle and ties into on-going medical care of family needs," he said.

Abramson said his family practice has even included house calls — perhaps two or three a week.

"We try to see people right away. If a person has trouble getting in (to the office), I will do a house call. You learn a lot about people sometimes," he said.

He cooperates with the Bay Area Visiting Nurse Association, which is quartered in the same building. The cooperation provides "community-oriented family care," he said.

Both men live in Wenham: Abramson on Topsfield Road and Taylor on Cedar Street. Taylor, 31, is married to a dentist, Elizabeth Bernick, who is looking to associate with a dental practice in the Boston area.

The office hours at the medical center, in the building behind the Community House which once housed bowling lanes, are Monday through Friday from 9 to 5; and Tuesday and Wednesday nights, until 9:30 p.m. If there is greater demand, the doctors will consider expanding the hours.



Dr. John D. Abramson

the week. Ticket donation is \$6.  
HEALTH FAIR AT CABLE: There will be a Health Fair at the Cable Hospital on Wednesday, December 1. The Ipswich Housing Authority will provide a bus to and from Agawam Village at 12:45 to return at 3 p.m. and at Caroline Avenue at 1:30 p.m. to return at 3:30 p.m.

## Come to the CABLE HEALTH FAIR

Cable Medical Building, Ipswich

Wednesday,  
December 1  
11 a.m. to 7 p.m.

# Here's to Your Health!

### FREE

- screening tests
- counseling • referral
- health information & literature

Open to residents of Ipswich, Essex, Rowley and Hamilton

For FREE Transportation, Call  
FarFetched at 768-6039 or 468-7426

Compliments of Ipswich Rotary

Hamilton Health  
11/29/82



# Health fair to be held Dec. 1 at Cable center

IPSWICH — Free health screening tests and counseling will be offered at the Cable Health Fair to be held Dec. 1 at the Cable Medical Building Conference Room, County Road.

Open to residents of Ipswich, Hamilton, Essex and Rowley from 11 a.m. to 7 p.m., the fair is sponsored by the Beverly Hospital and Cable Emergency Service in cooperation with several local agencies and organizations.

Participants may be tested for height, weight, blood pressure, vision, hearing, anemia and lung capacity. Nutrition and dental counseling will also be offered, along with numerous other informational services on a wide variety of health issues.

A special feature of the fair is a summary and referral station for discussion of test results. Although the screening tests should not be considered as diagnostic conclusions, results may warrant follow-up with the participant's private physician.

The fair is open to people of all ages, but those wishing to avail themselves of the screening tests must be at least 18 years of age. Those desiring testing services on the day of the fair must first obtain a confidential participant form in the main lobby of the medical building.

Tours of the Cable Emergency Service facility will also be offered throughout the fair hours.

Transportation for the elderly wishing to attend the fair may be arranged by contacting Far Fetched Transportation at 768-6039 or 468-7426.

Nov 23, 1982

Tri-Town Transcript

## letters

### Hospital nurses deserve praise

To the editor:

Very soon I will be released from Beverly Hospital after more than 235 days and five operations.

I would like to comment on how wonderful the nurses here on Ayer Ward have been to me.

The surgical skill, care and compassion that has been shown to me has been overwhelming.

I call these little girls on Ayer Ward my "dedicated angels."

No one really understands the trauma one goes through when you have to lose both limbs, taken from you after operations of gangrene and that dreadful disease diabetes.

Even though these young dedicated skilled nurses have problems of their own at home, you'd never know it when they greet you with a smile on their faces early in the morning and throughout the day.

They will enjoy a joke with you, corny or not, and when things have to be done to you for pain, they feel the pain also and it can be expressed in their faces.

They are truly like a family, daughter, sister, mother, and wife one in all.

With all this love and compassion shown to me, when I cry and get discouraged with other problems I have, it has given me the positive faith and prayer I've gone through to get this far.

I may have to go to another hospital for more physical training in the near future, but the love I have received and care when you need it the most has certainly been shown here on Ayer Ward.

Beverly Hospital, you are to be congratulated on having such devoted nurses.

Sincerely,  
Bradford R. Rushworth,  
Middleton

HEALTH FAIR AT CABLE: There will be a Health Fair at the Cable Hospital on Wednesday, December 1. The Ipswich Housing Authority will provide a bus to and from Agawam Village at 12:45 to return at 3 p.m. and at Caroline Avenue at 1:30 p.m. to return at 3:30 p.m.

IPS. CHRONICLE  
11/24/82

## Come to the CABLE HEALTH FAIR

Cable Medical Building, Ipswich

Wednesday,  
December 1  
11 a.m. to 7 p.m.

# Here's to Your Health!

**FREE**

- screening tests
- counseling • referral
- health information & literature

Open to residents of Ipswich, Essex, Rowley and Hamilton

For FREE Transportation, Call  
FarFetched at 768-6039 or 468-7426



11/24/82

# Health Fair at Cable

Free health-screening tests and counseling will be offered at the Cable Health Fair to be held December 1 at the Cable Medical Building Conference Room, County Road, Ipswich.

Open to residents of Ipswich, Hamilton, Essex and Rowley from 11 a.m. to 7 p.m., the fair is sponsored by the Beverly Hospital and Cable Emergency Service in cooperation with several local agencies and organizations.

Participants may be tested for height, weight, blood pressure, vision, hearing anemia and lung capacity. Nutrition and dental counseling will also be offered, along with numerous other informational services on a wide variety of health issues.

A special feature of the fair is a summary and referral station for discussion of test results. Although the screening tests should not be considered as diagnostic conclusions, results may warrant follow-up with the participant's private physician.

Registered nurses and a doctor will be available to discuss the individual's health history and test results and will offer counseling for improved health habits or suggest professional follow-up as indicated.

The fair is open to people of all ages, but those wishing to avail themselves of the screening tests must be at least 18 years of age. Those desiring testing services on the day of the fair must first obtain a confidential participant form in the main lobby of the medical building.

Tours of the Cable Emergency Service facility will also be offered throughout the fair hours.

Transportation for the elderly wishing to attend the fair may be arranged by contacting Far Fetched Transportation at 768-6039 or 468-7426.

Steering Committee members who assisted in planning the Cable Health Fair include Kenneth L. Zinn, M.D., internist.

## Giuliana a fan for all seasons

By JOANNE MENESALE  
Times staff

11.25.82

BEVERLY — This Thanksgiving morning, Larry Giuliani will be in the stands at Hurd Stadium cheering on the Beverly High Panthers as he has for the past 23 years.

"I figured it out the other day and in 23 years maybe there's been 10 games that I've missed," said the 53-year-old bachelor. He graduated from Beverly High School in 1949 and remembers it as "the only undefeated team they ever had."

Giuliani goes to many of the high school scrimmages, isn't afraid to call the coach to congratulate him, attends all the team banquets, is a member of the Sportsmen's Club and also follows basketball and hockey.

"I've stood in the pouring rain up at Hurd Stadium and almost caught pneumonia. But they've all been good games," he said.

Giuliani, who didn't play football but went to all the games when he was a student, has been following Beverly High football since he moved back to town in 1959.

"It's the school I went to and I'm proud of the kids and I like the game," he said.

He missed one game when his niece got married and had to stay home one Thanksgiving Day after having a cataract operation.

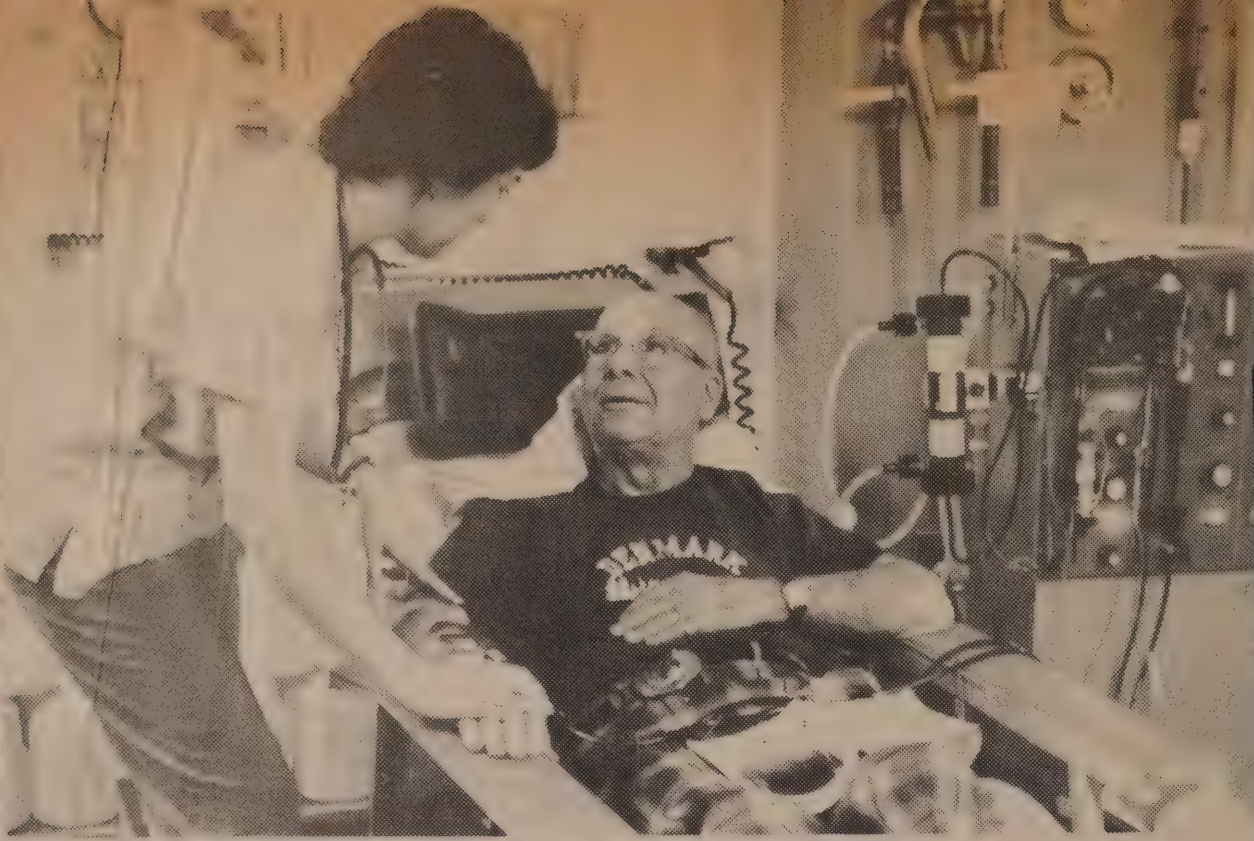
He can tick off the names of Beverly coaches — Walsh, Norden, Cunningham, Hamor — and recalls

Fan, page A12



Larry Giuliani





Joan Dowdie, R.N., checks with dialysis patient John Farquarson of Stoneham

TUES 11.26.82

## Dialysis unit survives move

By C. WRIGHT MORTON  
Special correspondent

BEVERLY — Kidney dialysis is a miracle process by which machines clean blood for humans whose organs have become defective.

It is a delicate task requiring much skill and dedication.

Thus, it was no easy task to move the entire dialysis department, machines, patients, staff, and equipment during the recent renovation at Beverly Hospital. The major move was made, under the direction of Janet Bensky, clinical director, several weeks ago. The new quarters of the North Shore Kidney Dialysis Center at Beverly Hospital will be completed by the middle of December.

The bright new surroundings allow for greater efficiency, including monitoring of patients, storage and administration.

The center was opened in 1969 and is now one of the largest in Massachusetts. It serves 80 patients through 14 stations, a home training unit and a four-station limited care unit.

It gets help from the General Electric Employees Good Neighbor fund and guidance from the state Department of Public Health and support from other North Shore hospitals.

It gets its heart from Director Bensky and her staff of specially

trained nurses and staff.

Each person is equipped with two kidneys. They can become defective through disease, chronic high blood pressure, or accidental injury. Assignment to a dialysis machine can be overwhelming for some patients, Mrs. Bensky, a Lexington resident, points out, so nurses try to dispel confusion and fear.

"Without the exceptional, devoted, caring nurses we have here, we couldn't run the kind of department this is," said Mrs. Bensky.

Each patient is tended by a team including physicians, psychiatrists, nurses, dietitians and social workers. The treatment plan is reviewed monthly and patients play a role in decisions.

Many dialysis nurses have served in the unit for several years and many wouldn't change their assignments. While they face the possibility of their patients dying, they also have the benefit of caring for patients on a regular basis and becoming part of their lives.

Joan Dowdie had worked at the center for two years before transferring to another floor. After a year, she asked for a return to dialysis. "I wouldn't do any other kind of nursing," she said. "Seeing these people face their problems day after day with as much strength as they have makes me feel as if my problems are insig-

nificant in comparison."

Nurses work four 10-hour days and enjoy major holidays and Sundays off. Most nurses join the unit without special training. Mrs. Bensky provides it over a six-week period.

Anne Lauer is the medical social worker whose task is to help patients and family members deal with the changes that kidney dialysis brings.

Dieticians prescribe limited diets with limited protein, potassium, salt and liquids. It is better if family members also adopt this diet, but that doesn't always happen, dieticians say.

An important member of the Beverly unit is neither a patient or a nurse. He is Paul Cavanaugh of Lynn who is a volunteer driver for the Lynn Red Cross, one of several North Shore organizations providing transportation. For the past 13 years, Cavanaugh has been driving patients to North Shore hospitals. Many are dialysis patients. Though beset with various medical problems of his own, Cavanaugh has chalked up an enviable record for reliability.

There is hope for dialysis patients. Dr. Joel W. Shelkrot, internist, points out, with proper diet and regular treatments, there is no reason why a patient on kidney dialysis cannot live out a normal lifespan.

Three basis treatments are, full care, limited care and home care.





Robert L. Holloway, Jr., (left) President of Hospice of the North Shore, with Robert R. Fanning, Jr., President of Beverly Hospital, signing the agreement.

Lisa F. Haagersen photo

## Hospice Service Agreement Reached

Hospice of the North Shore, Inc. (HNS) and Beverly Hospital have taken a major first step in efforts to consolidate hospice services for North Shore residents facing terminal illness.

Beverly Hospital President Robert R. Fanning, Jr. and HNS President Robert L. Holloway, Jr. have signed a "memorandum of understanding" to proceed with negotiations for a formal affiliation agreement that would provide for joint delivery of hospice services to persons living in the fourteen North Shore communities served by HNS.

The affiliation, according to Mr. Holloway, would maximize opportunities for the two organizations to improve coordination of care to patients and families presently serviced by each, through a sharing of resources and non-duplication of efforts.

A major goal of the agreement is the establishment of a

ment with Beverly Hospital for a joint delivery of our services," said Mr. Holloway, noting that the Hospital has been a prime sponsor and advocate for Hospice of the North Shore since its establishment in 1978.

"We have been quite pleased with our association with Hospice of the North Shore during the last four years," said Beverly Hospital's President Fanning. "This formal affiliation will provide a closer working relationship that will significantly improve our abilities to deliver quality services to the terminally ill and their families."

Hospice of the North Shore, Inc., a non-profit organization, has provided care and support services to more than 170 families since its inception. A network of more than 70 trained volunteers, under the direction of Program Coordinator Sr. Betty Murtagh, SND, has provided

contributions. In January of this year, Beverly established its own inpatient hospice component with the appointment of Hospice Medical Director Gregory Bazylewicz, M.D. and Hospice/Oncology Coordinator Patricia Brewster, R.N., M.A., both of Manchester. Dr. Bazylewicz and Ms. Brewster have been responsible for directing a hospice team including an oncologist, psychiatrist, dietitian, social worker and clergy, as well as coordinating efforts with HNS and other hospice care providers.

Mr. Holloway said the signing of the memorandum will be followed by discussion and negotiation to work out the operational details of an affiliation agreement.

Noting that Hospice of the North Shore is observing Hospice Awareness Month, an annual campaign to increase public awareness and financial support for its programs, Mr.



# Free health fair tomorrow TIMES 11.30.82

ESSEX — A free health fair will be held at the Cable Emergency Service tomorrow in the Cable Medical Building conference room on County Road in Ipswich, 11 a.m. to 7 p.m.

Free health screening tests and counseling will be offered to the public, sponsored by Beverly Hospital and the Cable Emergency Service in cooperation with local services and organizations.

The health fair is open to people of any age, but screenings are only for those at least 18 years old.

Participants in the screening tests will be measured for height and weight, undergo blood pressure, vision, hearing, anemia and lung capacity tests. Nutrition and dental counseling will also be offered, along with numerous other informational services covering a wide variety of health issues.

Those persons visiting the fair who wish to take part in the testing services are asked to first obtain a confidential participant form in the main lobby of the medical building on the day of the fair.

Registered nurses and a doctor will be available during the fair to discuss the individual's health history and test results, and will offer counseling for improved health habits, or suggest professional follow-up if needed.

Tours of the Cable Emergency Service facility will be offered all during the fair hours.

Transportation for the elderly may be arranged by calling Far Fetched Transportation at 768-6039 or 468-7426.



TIMES 12.3.82 Nathan Saterlee has a lung capacity test at the Health Fair held all day yesterday at Cable Emergency Center Janet D'Agostino photo

## One-day surgery gains popularity

By JOE BATTENFELD 12.4.82  
Times staff

No one loves a hospital.

They smell of antiseptic, the food is unpopular and all your roommates are sick.

North Shore hospitals are finding a way to respond to patient's feelings: They're letting them go home as soon as possible, often the same day they were admitted.

It's called one-day, or day-care service, and patients love it.

"It's part of a change in attitude toward health," says Dottie McNatt, director of surgery at Beverly Hospital. She says day-care service now encompasses 42 percent of the hospital's surgery caseload and could become even more popular. Last year the hospital handled 1,490 day-care cases.

Most patients enter the hospital early in the morning and home by late afternoon. The bulk of the operations involve wisdom tooth extraction, but they can also cover gynecological, dermatological, and arthroscopic (relating to the

joints) surgery. Plastic surgery in particular, using local anesthesia, is becoming increasingly popular.

The advantages of one-day service are obvious. First, there is the cost of a room. At Beverly Hospital, the \$140 for a day-care room is one-third cheaper than staying overnight. At J.B. Thomas Hospital in Peabody, a patient can save over \$80 in room rates and medication expenses.

Nevertheless, McNatt doubts people choose the service to save money.

"I honestly don't think money is the main thrust," she says. "Day-care patients can recover in their own bed, eat their own food and be with family." And she even thinks they get healthier faster this way.

The day-care service at Beverly was started in 1976 and is becoming more popular. So popular, in fact, that McNatt admits it is not all good for the hospital.

"The occupancy rate has gone down," she says. "And if the rate declines, hospitals might not have enough

in-house patients to support themselves."

But nobody in the business seems to be too concerned, and McNatt says "we're not here to fill beds and make money." She says the biggest impact of the day-care service has been to raise the average age of the occupants. Older people who cannot use the day-care service are staying overnight more.

"We planned for the occupancy declines when we started the service," says John Good, director of community relations. "There is an overwhelming good feeling about it."

"It's something people should be aware of," says Pat Collins, director of public relations at J.B. Thomas. "Especially those who are upset at the high cost of health care." Collins also says the hospitals benefit from the one day program.

"Hospitals don't necessarily want people here if they can recoup at home," she says.

As in Beverly, J.B. Thomas has a





**TESTED AT HEALTH FAIR** — Albert H. Brown of Beechwood Road, Ipswich, gets his lung capacity measured by Eric Innocenti of the Beverly Hospital Bioenergetics Lab. This was just one of the tests available to the public at the Health Fair at Cable Hospital on Wednesday.

H-W CHRONICLE

Wednesday, December 8, 1982 - Page 19

## Hamilton Medical Center has new family practitioner

"From what I have seen, people are eager to have a general doctor," says Dr. Hugh M. Taylor, Hamilton's newest general practitioner, and new partner of Dr. John D. Abramson.

In fact, Taylor must be right. Because Abramson was busy enough in the Hamilton Medical Center on Asbury Street, in Hamilton, to invite Taylor, his friend from school, to join him in family practice here.

Here since early November, 31-year-old Taylor has picked up a wide range of patients and looks forward to seeing more. Between Taylor and Abramson, the two cover everything from birth, to minor ailments, to major problems, with lots between.

Between them, the doctors cover 9 a.m. to 5:30 p.m., Monday through Friday, and Tuesday and Wednesday evenings.

"We want to be available as much as possible," says Taylor.

Taylor's approach to family medicine is to look at every possibility when he sees a patient.

"You have to know how to look into people's lives and their feelings," says Taylor, who graduated from Harvard University and Harvard Medical School. He did his residency at Case Western Reserve in Cleveland.

"It's very important to my philosophy," he continues, "to be one doctor who really is responsible for putting it all together."

"We have the real role of putting all the pieces together," says Taylor, who with his wife Elizabeth Bernick, a dentist, live on Cedar Street, in Wenham. "We discuss the whole medical care plan, just being a consultant for some. People are concerned about what Dr. X said."

Taylor makes referrals to other doctors when it's appropriate. He does not perform

Caesarean sections or major surgery. He is associated with Beverly Hospital.

Taylor says he's pleased with the birthing facilities offered at Beverly Hospital, including its birth center, as well as a home-like room in the hospital, in which he believes a woman can feel comfortable.

"I think it's very important a woman in labor be in an environment in which she is comfortable, surrounded by her family, husband," says Taylor.

He is not in favor of home births.

"There's a risk of things going bad," says Taylor. "I've seen situations in which everything is going fine. Then something totally unexpected happens that needs prompt intervention."

Taylor would like to care for the woman giving birth, her husband, her infant and other family members. But he will see single patients also.

Preventative medicine also is part of Taylor's philosophy. And he says not smoking and getting regular exercise are vital parts to preventative medicine.

"Health maintenance is a very important part of what we discuss at the check up," says Taylor.

The doctor recommends people under 40 years old have a check up once every three years. But for those over 40, Taylor recommends a partial check every year.

"That's mainly because of the increasing risk of cancer," he says.

Taylor will make house calls.

"My view is there are times when it's a lot easier for me to come to their house," says Taylor. "Usually I can do a more complete evaluation here, in the office, but that's not always needed."

Taylor will be evaluated every three years because he is required to re-take the family practitioner boards every six years.



# Medical office study urges further study

DANVERS — Hunt Hospital should state specific reasons to build in a hospital-associated medical office building on Lindall Hill before the idea is supported by the town.

This was, in essence, the conclusion reached by health planning consultant, Alan Nichols, who was hired by Town Manager Wayne Marquis to conduct the study.

But, hospital administrator Richard Sherman said, "There has never been an instance, that I'm aware of, where a medical office building has been a losing proposition."

And Selectman Chairman Baron Mayer said, "We can't stand still up there. We have to do something, if we want to continue to have a facility."

Nichols told the selectmen, hospital trustees, Marquis and Sherman he interviewed 24 town and hospital officials and analyzed various public information.

Nichols found the hospital has a relatively young staff (average age 44) and has been attracting physicians over the past five years. This increase has resulted in a need for additional office space.

He also found Hunt competes with Beverly Hospital for admissions: they draw from the same service area. The area is experiencing a 20 percent increase in its elderly population, Nichols said, the age group that has the greatest need for hospital services.

A survey of hundreds of hospitals nationally, he said, noted three reasons for building a medical office complex associated with the hospital:

- the ability to attract new young physicians to the community and retain present staff;
- to attract more patients to the hospital (rather than a competitor) and;

- the potential for offering patients less expensive care in an office setting.
- Failure to provide such a facility, he said, could result in problems in admission patterns, a reduced quality of care; reduced service and, ultimately, increases in the tax rate.

Nichols recommended the hospital trustees and selectmen conduct a detailed study on the purpose and scope of services to be offered in the office building, the level of physician interest, office real estate, ownership, development and financial options. He further recommended regular meetings be held between the trustees and selectmen. These will begin next month.

In other business, the board:

- approved the transfer of \$31,935 from hospital trust funds for the purchase of eye surgical equipment.
- approved a revised fee schedule for various permits and licenses that fall under the board's jurisdiction. The most dramatic increase came in the fee for coin-operated amusement devices (video games to children's rides), which went from \$20 to \$100 per machine per year.

- renewed the liquor licenses of 43 businesses but voted to invite Jamesland, Inc., of 30 Andover St.; Richard Spaulding, doing business as the 95 Restaurant and Lounge and Jan Lankowski doing business as Friendship Sloop to meet with the board Jan. 4 to explain the plans for their facilities and to give reasons why they should continue to hold the licenses.

The ownership and liquor license of the Village Food Shop has been transferred to three different people in the past year without a notification to the selectmen. The present owner will be asked to meet with the board to arrange a proper transfer of the license.

## JFK Christmas

This wreath will be among toys and ornaments selected by Danvers resident and museum assistant Louise Pettinato for display in the "Christmas Peace" exhibit, which opens Saturday at the John F. Kennedy Library Museum. Dolls and toys from all over the world, given to the Kennedy children, will be shown along with ornaments used by President and Mrs. Kennedy to decorate the White House Christmas tree. Admission to the special exhibit is included in the museum entry fee of \$1.50. Children under 16 are admitted free.

## Shopping mall clinic backed

By DONNA HAILSON  
Times staff

DANVERS — The selectmen have thrown their support behind a proposed drop-in medical facility at Liberty Tree Mall that would be offered as an outreach program by Hunt Hospital.

"I don't see how it can miss," Hospital Administrator Richard Sherman told the selectmen last night.

Hospital trustees, who developed the idea, agreed there aren't many such facilities in the area but it was "conceptually sound" and a coming thing.

Trustee Philip Jefferson said, "It would take the pressure off the hospital's emergency room."

"There are between 3,000 and 4,000 employees at the mall," Trustee Phyllis Kelly. "And the mall estimates more than a million will shop there during the holiday season."

"There is no coverage in the event of an accident." They can only make the patient comfortable and wait for help, she said.

Survey forms were distributed to 1,200 patrons of the mall. Of the nearly

750 returned (62 percent), 92 percent indicated support.

The proposal would be designed for the current "health spa" area at the rear entrance to the mall near the video arcade, Aladdin's Castle. Selectman John George argued this would not be the best location but the trustees noted savings would be seen in rental fees by situating here.

The clinic would initially occupy about 1,500 square feet, which would house a reception area, two examining rooms, a consultation room, lab and x-ray facilities and suitable staff areas.

Sherman said the operation should reach a break-even point after three years though costs to patients, because of reduced overhead would be about 50 percent less than what the same procedure would cost at a hospital.

"Everybody is trying to do it in our area," Sherman said. "If we don't do it, someone else will be in the mall."

With the support of the selectmen assured, the trustees and Town Manager Wayne Marquis will proceed with the next step in making the clinic a reality.



Salem News  
12-8-82

# danvers

## Communication lines open before building

By CLINTON WILDER  
News Staff

DANVERS — If Hunt Hospital wishes to build a new medical office building, it has to do a better job marketing the concept to residents and town officials, according to health planning consultant Alan Nichols. And the Board of Selectmen appears to agree with him.

Nichols presented his three-month study of the proposed office building to the selectmen Tuesday night, and most of his conclusions and recommendations dealt with improving the lines of communication among the hospital, town government and residents. "The main issue in all of this is that the level of communications is not good," Nichols said, "and that's putting it kindly."

The first step toward improving communications will be monthly meetings of the selectmen and hospital trustees to discuss the progress of the

hospital's detailed feasibility study of the new construction. But Selectman John George, well known as a neighborhood advocate, stressed that the concerns of Hospital Hill residents must not be ignored.

"Input from them must come at the initial planning stages, not when the architectural drawings are pulled out," George said. "Otherwise, the hospital will have no chance of constructing this building. Above all, this is a medical office building for citizens of this community, and not a profit venture for anyone."

Nichols said the main reasons for adding a new office building are to attract new, young physicians, to maintain or increase the number of patients treated and to improve outpatient service by offering ambulatory care in an office setting. He cited strong competition with Beverly Hospital for patients in a time when the population group with the greatest need for health service,

the elderly, is increasing by 20 percent on the North Shore.

The size, scope and location of the building as well as a further assessment of the need for it will be addressed in the detailed feasibility study, Nichols said. Building on a site away from the hospital has not been ruled out.

Nichols emphasized that in addition to improving communications, the hospital should develop a long range plan concerning community health needs, tax rate impacts and overall philosophy for the next 10 to 20 years. "The office building concept cannot exist in a vacuum," he said. "It must be a phase of a long range plan. The hospital must address the question of where it will fit in the year 2000. What do we want the hospital to be? They have to make a case for what they want and they have to market it."

After interviewing members of all major town government bodies, Nichols reported finding "a generalized sentiment of support" for a new office building. George attempted to clarify that by asking, "Was this support or just non-opposition?"

"I think it's support," Nichols responded, "but it's up to the hospital to prove its case."

Hunt officials appear to have done just that for their proposed satellite health clinic at Liberty Tree Mall. The program, the first of its kind in the area, appeared to gain the approval of selectmen at Tuesday's meeting.

The clinic, to be located in the mall corridor which houses Aladdin's Castle, would offer nurse-practitioner and physician services to mall employees and patrons. Physicals, allergy shots, x-rays and lab services could be

and banged out those weddings all day long."

Now marriage commissioners — eight paid county employees — have taken over that role. They will perform marriages for \$25 during regular office hours (8 to 5

em out the door.

He estimates the scene of 250,000 married just prior to Wo

The Rev. Richard Al the city's more active ministers, recently m





# NORTH SHORE: SUNDAY

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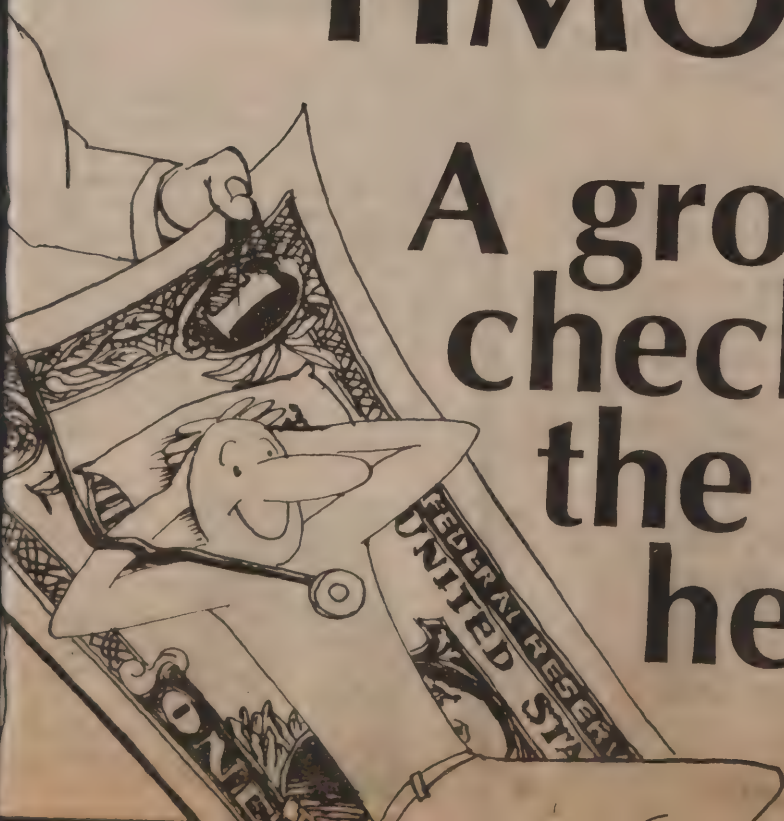
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## HMOs



### A growing check on the cost of health care





# Exercise lab helps in the rehabilitation of patients suffering heart-lung ailments

BEVERLY — A laboratory at Beverly Hospital is using the science of exercise physiology to rehabilitate heart patients, and help many others identify health risks.

The Bioenergetics Laboratory, a Division of Pulmonary Medicine's physiological center, is modeled after and linked by computer to similar centers in Boston.

Aiming to help patients "take charge of their own health," the laboratory has brought more than 20 cardiopulmonary patients to a better functioning level through diagnostic exercise testing, education and a prescribed program of training and exercise.

The laboratory provides testing and exercise to obese patients and those with nutritional or metabolic disorders. And it's ready to offer its services to anyone in the community who is interested in gaining a better insight into health awareness through wellness/fitness programs.

"Our goal is to assist sick and healthy persons to attain a better level of functioning through conditioning, education, and rehabilitative training," says Laboratory Medical Advisor Roy L. Ruff, M.D., who along with exercise physiologist John Prochilo has planned and developed the lab since June 1981.

"We work with individuals within the context of their own lives," Dr. Ruff said. "We help them to improve their physical condition and health through individually structured programs based on self-responsibility and plenty of encouragement from the staff."

Opened in January as a pilot program, the lab now has three staff members: laboratory coordinator and physiologist Prochilo; Paul Ouellette, cardiopulmonary technologist and student affiliate from Boston University; and Eric Innocenti, staff technician.

Joseph Conley is administration di-

rector who works with Dr. Milton L. Payn, medical director of the division of Pulmonary Medicine, and Dr. Ruff.

"We are seeing a number of success cases," says Dr. Ruff, who explains the key is the practice of turning the responsibility for good health onto the patient, rather than the traditional practice of offering only medication and little hope.

The staff first assesses any illness and then institutes methods that assist the patient to compensate for their disabilities by "tuning up" other systems. This includes breathing retraining and a therapeutic exercise program in addition to patient and family education sessions.

The concept, Prochilo explains, stems from the techniques used by exercise physiologists in training the "elite athlete," whereby a prescribed program of exercise and nutrition is designed to enhance the efficiency of the athlete's cardiopulmonary and muscular systems.

The primary tool for evaluation and rehabilitation is the graded exercise test. This consists of a patient walking or running on a treadmill, cycling on a stationary bicycle or walking around the perimeter of the laboratory.

As the patient exercises, the physician and laboratory personnel monitor heart rate, blood pressure and breathing, including the composition of the air being exhaled. For a pulmonary patient, blood samples also are obtained.

The test begins with a fairly light level of exercise and gradually becomes more difficult. It is concluded when the patient can no longer keep pace, or if the physicians determine completion should be sooner due to the patient reaching predetermined maximal levels.

Some persons also are asked to keep a three-day diet diary, which is submitted

to medical centers via computer for analysis.

At completion of the program, the patient is directed to continue exercising at home or at a community exercise facility. The laboratory's graduates are directed to report back at least once a month to record their progress.

An exercise test may uncover symptoms that do not appear while a patient is being tested in a "resting state" in a physician's office. It also may be used to document the severity of such symptoms as chest pain and exercise-induced asthma.

The lab also has the ability to determine a person's overall work capacity. An "occupational disability evaluation" consists of exercising a person at the level of energy required to perform a certain task. The individual's responses are then compared to published Occupational Safety and Health Administration (OSHA) standards to determine whether the job requires energy levels beyond the person's capability.

A major goal of the laboratory during the next few months is to make its services available to community members who are concerned with their own level of health and fitness.

Dr. Ruff emphasizes the athlete, the casual jogger, or anyone interested in developing and maintaining an adequate level of fitness can benefit from the laboratory.

"There are many people who want to begin an exercise program but do not know how to get started," Dr. Ruff says, adding that anyone considering a program should be tested for safety purposes first. "And there are many people who are now putting a great deal of effort into exercising, but who are not getting the benefits they should." He says the lab can provide the individual assessments and prescription.



# Child safety seat law

## One year later, compliance is uncertain, enforcement nil

By CRAIG D. ROSE

**A**unt Evelyn's birthday party was the next day and they didn't have a card or wrapping paper, so they piled into the Dodge Omni and headed down to Liberty Tree Mall.

Tom and Betsy Powers of Middleton in the front seat, Katie, their 15-month-old daughter, in the back.

Tom was one of those drivers without so much as a fender bender in 10 years of driving, but the safety streak ended as they drove through Danvers on Route 114.

The Powers' car was doing about 30 miles per hour in the right lane near Vernon's and as they passed a stopped car in the left lane, their car plowed into a car cutting across their lane from the opposite direction.

No horn, no warning, Tom barely had time to touch the brakes before the crash. The impact threw Betsy head first into the windshield and slammed Tom up against — and almost over — the steering wheel.

Luckily, Tom and Betsy suffered no serious injuries and nothing happened to Katie, except for being scared by the sound of the crash and the commotion.

**SALE \$931**

STROUPE sofa and wing chair both pieces

**SALE \$931**

INTERNATIONAL 3-piece pit grouping with sleeper in chocolate brown Reg. \$1455.

toll of childhood injuries and fatalities in auto accidents, the leading killer of children past the first few weeks of life. In Massachusetts, about 400 children were injured in car crashes in 1981 and there are about ten deaths each year.

"Using safety seats, half the deaths and 50-60 percent of the severe injuries can be prevented," says Pat Bartoshek, the director of the Child Passenger Safety Resource Center for the Department of Public Health (DPH).

Despite those compelling estimates, Bartoshek says a survey done in 1979 revealed that only half the newborn babies were being safely secured as passengers, with the percentage dropping even lower for older children. Results of a more recent survey are due in February, designated Child Passenger Safety Month.

**W**hile compliance is uncertain, enforcement... put it this way, Lynn appears to lead North Shore cities in enforcement.

"I think we wrote one citation in the year," says Officer William Mancinelli of the Lynn Police Department.

"We give warnings but no citations," says Captain William Endsow, who heads the traffic department for the

Reg. \$1944.

STROUPE sofa and wing chair both pieces

**SALE \$931**

INTERNATIONAL 3-piece pit grouping with sleeper in chocolate brown Reg. \$1455.

issue citations but to verbally explain the law and give them a copy.

"We're just trying to get the public in the habit of obeying the law."

Trooper Colin Gillis says state police in this area have been writing about six citations a month and "it's been on the increase."

"This one is starting to pick up," says Gillis. "There's been more in the past two months than the previous six."

"You get a lot of static from people who don't like to be told how to take care of their children. They take it as a personal affront," he adds.

"Most of them (drivers) will go out

RICK GOODWIN



Reg. \$200.

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**SALE \$299**

WALNUT roll top desk Reg. \$480.

**SALE \$399**

Sleeper Reg. \$669.

GREEN INNEN... contemporary



# Beverly

## Do the Yule Blues get overplayed?

BEVERLY — Holiday blues may be overstated by a few shades, according to Dr. Arthur J. Berg, chief psychiatrist at Beverly Hospital.

"Christmas is a terrific time," he told members of the Beverly Rotary Club last week. "The kids are happy, people are happy. Families are together and we see old friends and keep in touch with cards and greetings. And yet all we read about is depression."

"I'm not so sure."

Depression in all its forms is the most common disease in the nation, he said. But in the past six years, a quiet revolution in treatment has taken place. "We have made great strides in bio-chemistry and in diagnosis and in medical treatments."

Three major causes include, surface tension, medical reasons and unconscious tension. "We all respond differently, alcohol and drug abuse, ulcers, high blood pressure and others," he said. Although such problems may sur-

face during the holiday period, they are not directly related to the holidays, he said.

"Most people react to stress by denying it. They say they can handle it. This is the macho response," he said. They also project or blame their troubles onto a loved one, family member, friend, job, boss and even strangers.

"But," he said, "there is nothing inherently depressing about Christmas. But if you hear it often enough, some people believe it."

"It's a shame we keep getting bombarded by all these negative messages instead of just enjoying the season."

Dr. Berg, a resident of Wenharn, cautioned about receiving too much advice from counselors, social workers, and others that emphasize the negative aspects of the holidays. He cited a story in a nearby weekly newspaper which quoted the principal of a grade school complaining about hyperactivity in

youngsters. "Certainly the children are excited," he said. "They're handling their stress very well."

As an aside, he said recent research had discovered that suspected cases of Alzheimer's disease or early senility in older persons were actually cases of depression. When depression was treated, the senility disappeared, he pointed out. "Similarly, when youngsters abuse alcohol and drugs, we tend to treat them as social problems. We say society or their parents or someone or thing has failed them. We are now discovering that many of these problems can be traced to depression."

Dr. Berg's advice for the holidays:

"Enjoy your family, give gifts, communicate with your friends by cards or greetings. Go to parties, sing carols and do anything within reason and conscience to enjoy the benefits of the holiday season."



Dr. Arthur Berg



# Children's hospital Christmas

By JOANNE MENESALE  
Times staff

BEVERLY — There's a skinny Christmas tree in the corner and a red poinsettia at the nurses' station.

A fat Santa doll sits in a chair in the playroom, silver garlands decorate the supervisor's office door, and everywhere at Beverly Hospital's pediatrics ward there are signs of Christmas.

A hospital bed is no place for a child to spend Christmas, but the nurses here take extra effort to make sure their young patients don't miss out on the excitement of the holiday.

The children who must spend Christmas on the ward get to do many of the things they would do at home — unwrapping presents, sharing a turkey dinner with their families and playing with their new toys with brothers and sisters.

While he won't be able to rush downstairs Christmas morning to see what Santa left for him, one young boy whose leg is in traction will wake up to the sight of a miniature tree with tinsel and bulbs set up by his bedside.

The kids also get a bonus: On Christmas morning Santa Claus and some friends will arrive early in the morning to distribute gifts and holiday greetings to every hospital patient.

"I think the hardest thing for the children is being away from their family," said Sherry Cerino, clinical coordinator on the Sears children's ward.

At Beverly Hospital, the children's ward is normally a family-centered unit, she said, with 24-hour visitation privileges and a staff that encourages parents to get involved in the care of their child and to have siblings visit and telephone.

On Christmas Day, the children's ward



Ralph Turcotte photo

Samantha Delp of Beverly, 6 months, reacts to a surprise visit from a Santa doll in her crib at Beverly Hospital pediatrics ward; looking on is nurse Alice Shea.

will be opened up to patients' families. "We encourage them to come in and celebrate here. Large families can use the playroom on the floor. We want them to bring in all the grandmothers and grandfathers and to encourage siblings to come in."

The nurses, who did window paintings and trimmed the tree, also celebrate as much with the children as they can, she said. The nurses on each floor compete in an annual contest to see who can put up the best decorations.

Although many patients will be dis-

charged to be home for Christmas, Ms. Cerino said about five children, all under the age of 10, will have to remain because their illnesses require hospitalization through the holiday.

Not having their child at home also affect the parents, she said. "I think you have more appreciation for the magic of Christmas if you have a child. If you don't have that child at home, you can miss a little of that magic," she said.

Doctors normally try to treat a child at Hospital, page A8

\* \* \* Times - 12-28-82

Babies born at Beverly Hospital this holiday season are being sent home in large red stockings made by the hospital seamstress...Clients of the North Shore Regional Dialysis Center were guests at a party held in early December, complete with refreshments, entertainment and a visit from Santa....



## CITY SCENE



Dr. Thomas S. Risley will retire from medical practice this month ending 32 years as a general, thoracic and vascular surgeon at Beverly Hospital. A 1941 graduate of Harvard Medical School, Dr. Risley was appointed at Beverly in July, 1950. He was chief of emergency services, outpatient and tumor clinic and served as chief of surgery from 1970-76. He is a member of various medical societies and is past president of Essex Surgical Society, American College of Surgeons.

\*\*\*

Confusion, apparently, is the way to describe the special permit procedure for the zoning ordinance among

the Planning Board, Appeals Board and aldermen. The aldermen voted something last month but no one is exactly sure what that meant. So city planner Frank Garretson will seek to clarify which board issues the permits. And copies of the zoning rules are in short supply. Planners and members of the Appeals Board will meet in joint session in January to clear the air.

\* \* \*

Students at North Shore Vocational School threw a Christmas party for students at Hogan Regional school in Danvers this week.

\* \* \*

Mrs. Henry Littlejohn of Magnolia is sure the Christmas spirit is alive and well and especially in North Beverly. While shopping recently at the North Beverly Star Market, she inadvertently left her pocketbook in the shopping cart out in the parking lot and drove off. It contained cash, credit cards, license etc.

Happily, along came Paul Buracynsky, a Star bag boy, who was collecting carts in the parking lot. He spotted the pocketbook, turned it in and it was returned to the owner intact. Nice going, Paul.

\* \* \*

A study committee to evaluate elderly services has been formed at Beverly Hospital and it includes a cross section of the community.

Asked to serve on the committee are Maurice Feldmann, Douglas Littlehale, Dean Cogswell, Rita Jean Dunn, the Rev. Merle Pimentel, Mrs. Barbara Sears, Amelio Cucinelli, Dr. Carol Hawkes, Dr. Charles Herrick, Mrs. Polly Skotnes, Paul Lanzikos, Brad Silsby, Carole Howard, Jack Good, Mary Palmer, Dr. Frank Carbone, Dr. Joel Shelkrot, Dr. Estill Caudill, Dr. Peter Germond, Dr. Herbert Bistrong, Dr. Gregory Bazylewicz.

\* \* \*

## In short

12/29/82 S. L. News

### New Year's at church

BEVERLY — The First Baptist Church is once again having a New Year's Eve party at the church on Friday, Dec. 31. The festivities begin at 7:30 p.m. with a music concert in the Sanctuary followed by a buffet served in Fellowship Hall at 8:30. The film "O God, Book II" will be shown at 9 p.m. Dessert will be served in Fellowship Hall at 11 followed by a Watchnight Service in the Sanctuary at 11:30 p.m.

The cost is \$2.50 per person up to \$6 per family. The party is open to the public and reservations are requested.

### Patient education

BEVERLY — In an effort to coordinate Beverly Hospital's Health Education Program, an Ad Hoc Committee has been formed to assist with the implementation of closed-circuit educational programming to patient rooms, as well as a feasibility study regarding a regularly scheduled health program on cable television.

Members of the committee are Jack Good, chairman, Madhukar Shah, M.D., David

Koh, M.D., Jane Bartlett, R.N., Mary Palmer, R.N., and Maureen Hardy, R.N.

Beverly Hospital now has the ability to provide programming to each patient room from a stationary tape playback unit located outside the hospital's lecture hall. Equipment will also be available in the same location to transmit to other institutions on the city's institutional loop which ties together most municipal and educational institutions in Beverly.

### Lt. Boeggeman advances

BEVERLY — 2nd Lt. Joseph C. Boeggeman, Jr., son of Joseph and Joan Boeggeman of 30 Colgate Road, has graduated from the U.S. Air Force communications electronics systems staff officer course at Keesler Air Force Base, Miss.

Now trained in communications technology, electronic data processing and planning and program management, Boeggeman is assigned to the 2039th Communications Squadron at Fairchild Air Force Base, Washington. He is a 1982 graduate of the University of Lowell.

## In short

### Committee on elderly services

BEVERLY — The recently organized Beverly Hospital subcommittee on Health Care Services for the Elderly will begin meeting in January to evaluate the direction of present and future elderly services rendered by the hospital.

The committee will evaluate existing inpatient and outpatient services by reviewing volume, case mix, market share, epidemiological characteristics and reimbursement factors, and analyze demographic trends, other area resources, consumer attitudes and programs such as life care, adult day health care, home care, and respite services. They will also explore health related services such as transportation needs and senior centers and organizational considerations such as managed health care and capitation payment plans.

Invited to serve on the committee were Maurice Feldmann, Douglas Littlehale, Dean Cogswell, Rita Jean Dunn, the Rev. Merle Pimental, Barbara Sears, Amelio Cucinelli, Dr. Carol Hawkes, Dr. Charles Herrick, Polly Skotnes, Paul Lanzikos, Brad Silsby, Carole Howard, Jack Good, Mary Palmer, Dr. Frank Carbone, Dr. Joel Shelkrot, Dr. Estill Caudill, Dr. Peter Germond, Dr. Herbert Bistrong, and Dr. Gregory Bazylewicz.



Salem  
news  
12-27-82



Jack Good, center, director of community relations and development at Beverly Hospital, accepts the first of three annual \$1,000 checks to the hospital's building fund

from Lions Club President Kevin McDonald while banker Ed Bushey, another Lion, looks on.

Hamilton - Wenham Chronicle - week of Dec 27 - 1982

# Local MDs urge: buckle your seat

Guest Column  
Hugh Taylor, M.D.  
John Abramson, M.D.

During routine physical exams, we ask patients about seat belt use. Many people are surprised to hear this question from their physician. They don't realize that buckling up may be, perhaps, the most important thing they can do to preserve their health.

Automobile accidents pose the single biggest risk to young Americans. From the age of one year to about 35 years, more people are killed in auto accidents than from any other cause. Of course, the problem is not limited to the young. Older Americans get

into accidents almost as often as younger ones.

The total toll is considerable: in 1975, 45,000 people died in this country from auto accidents, and about 800 of these were children under age one. Over a million people yearly have serious non-fatal injuries from auto accidents. These gruesome figures underline the magnitude of the problem.

People who drive after drinking, or who drive too fast, are more likely to get into accidents. But people who avoid these risks are by no means immune against them. Even the most careful driver can still be run into by another car. Since you can't be certain of avoiding an accident, it makes sense to reduce your chance of being hurt in one. At the present time, use of seat belts is the only practical way to do this.

think they ought to get (tax revenues) somewhere

Many studies have proven that seat belts save lives. In one analysis of 9,000 U.S. accidents, seat belt wearers died or severely injured only one third as often as non-wearers. Young children have more to gain. Children under five who are unrestrained in accidents, according to a year Washington state survey, died 10 times more often than children who were in a car seat or seat belt. Sweden, Belgium, Australia and New Zealand have all passed laws making seat belt use compulsory in each country the rate of death and from auto accidents has dropped substantially.

Seat belts and car seats work by protecting the wearer from being thrown against the car interior, or ejected from the car in an accident. Studies have repeatedly







